



MSA ²⁵

CONVENTION

MARCH 18-21 | LAS VEGAS, NV

BUSINESS AND TECHNICAL TRAINING SESSIONS





MSA TECHNICAL TRAINING SESSIONS

BOSCH AND THERMADOR

- **Bosch Dishwasher**
March 19 and 20: 8-9:30 a.m.
Complete review of the 500, 800 Benchmark series, including models #SHE41CM6N/01, SHE3AM2N/35, SHP65CM5N/01, SHS43CF5N/01, SHP9PCM5N/27, SHX78CM5N/01.
- **Bosch Refrigerators**
March 19 and 20: 10-11:30 a.m. | March 21: 8-9:30 a.m.
Complete review of the 500, 800 Benchmark series, including models #B36CD50SNS/07, B36FD50SNS/01, B36FD30ENS/01, B36CT80SNS/01.
- **Thermador Dishwashers**
March 19 and 20: 1-2:30 p.m.
Complete review of models #DWH440MFD/01, DWH660EFM/27, DWH640EFP/01.
- **Thermador Refrigerators**
March 19 and 20: 3-4:30 p.m. | March 21: 10-11:30 a.m.
Complete review of Freedom series, including models #T36IR905SP/01, T48BT120NS/05, T30IR905SP/01, T24UC925DS/01.

DYER APPLIANCE ACADEMY

- **Basic Electricity**
March 19: 3-4:30 p.m.
Theory and fundamentals of basic electricity.

ELECTROLUX

- **Frigidaire Gallery Series Multi-Door Bottom-Mount Refrigerator**
March 19: 8-9:30 a.m. and 1-2:30 p.m.
March 20: 10-11:30 a.m. and 3-4:30 p.m.
Class covers design, installation and troubleshooting of this appliance, including common issues.
- **Electrolux Front-Load Washer and Dryer**
March 19: 10-11:30 a.m. and 3-4:30 p.m.
March 20: 8-9:30 a.m. and 1-2:30 p.m.
Class covers design, installation and troubleshooting of this appliance, including common issues.

FISHER & PAYKEL AND DCS GRILLS

- **Fisher & Paykel Series 11 Column Refrigeration**
March 19, 20 and 21: 8-9:30 a.m.
This course will include a brief presentation reviewing the critical points of installation, component access/identification and diagnostics. Hands-on practice will follow with a live unit and meter diagnostic test points. Enter for the chance to win a Wireless Temp Probe (\$179 value)!
- **Fisher & Paykel V3 Professional Range**
March 19, 20 and 21: 10-11:30 a.m.
Learn about the dual-fuel and all-gas Professional Range platform, including a brief presentation reviewing the critical points of installation, component access/identification, theory of operation and diagnostic. Hands-on practice will follow with a live unit and integrated diagnostics. Enter for the chance to win a Wireless Temp Probe (\$179 value)!
- **Fisher & Paykel Series 11 Dish Drawer**
March 19 and 20: 1-2:30 p.m.
This course will include a brief presentation reviewing the critical points of installation, component access/identification and diagnostics. Hands-on practice will follow with a live unit and meter diagnostic test points. Enter for a chance to win our Wireless Temp Probe (\$179 value)!

- **DCS Outdoor Grill**
March 19 and 20: 3-4:30 p.m.

This course will include a brief presentation reviewing the critical points of installation, component access/identification and diagnostics. Hands-on practice will follow with a live unit and meter diagnostic test points. Enter for a chance to win our Wireless Temp Probe (\$179 value)!

GE APPLIANCES

- **UltraFast Laundry Combo**
March 20: 10-11:30 a.m. and 3-4:30 p.m. | March 21: 10-11:30 a.m.
This course covers basic troubleshooting and tips for servicing GE's UltraFast Laundry Combo.
- **Free-Standing Electric Ranges**
March 19: 10-11:30 a.m. and 3-4:30 p.m.
March 20: 1-2:30 p.m. | March 21: 8-9:30 a.m.
This course covers basic troubleshooting and tips for servicing GE's Free-Standing Electric Ranges.

GE SMARTHQ

- **GE Smart HQ Service Diagnostic Platform**
March 19: 1-2:30 p.m. | March 20: 8-9:30 a.m.
Course includes a general overview of the SmartHQ Service Tool, along with common symptom troubleshooting, service documentation, firmware updates and bundle pack activation.

HISENSE

- **Hisense Freestanding Gas Range**
March 19: 1-2:30 p.m. | March 20: 10-11:30 a.m.
This line of ranges is the perfect solution for those who seek quick and convenient cooking. Join Hisense's national trainer as we cover top features, diagnostics and common repairs with the opportunity to go hands-on, setting you up for success on your next service call.

KWANTLEN UNIVERSITY

- **Servicing Gas Appliances**
March 19: 10-11:30 a.m. | March 20: 8-9:30 a.m.
This course combines abbreviated versions for three of our top lessons. You'll learn the fundamentals of gas and troubleshooting burner problems, servicing gas dryers basics and have an introduction to servicing gas oven ignition systems. Each topic will include an interactive quiz that the participant can take home. This presentation is ideal for those new to servicing gas appliances and a good refresher for those who are experienced.

LG

- **Refrigeration**
March 19: 8-9:30 a.m. | March 20: 3-4:30 p.m.
Review basic troubleshooting on LG refrigeration products.
- **Laundry**
March 19: 10-11:30 | March 20: 1-2:30
Review basic troubleshooting on LG laundry products.

LIEBHERR

- **Refrigeration (K2)**
March 19: 1-2:30 p.m. and 3-4:30 p.m.
March 20: 8-9:30 a.m. and 10-11:30 a.m.
This introduction to core Liebherr products will review basic operations.

MAGIC CHEF

- **Washer/Dryer Combo**

March 19: 8-9:30 a.m. | March 20: 3-4:30 p.m.

This course covers operation and error codes, disassembly and part identification and basic troubleshooting for model #MCSCWD27W5.

- **3.5 Cubic Foot Dryer and 3.0 Washer**

March 19: 10-11:30 a.m. | March 20: 1-2:30 p.m.

This course covers operation and error codes, disassembly and part identification and basic troubleshooting for models #MCSDRY35W and MCSTCW30W4.

MASTER SAMURAI TECH

- **Ten-Step Tango**

March 19: 3-4:30 p.m.

This workshop covers electrical troubleshooting and reading schematics, including working through potential scenarios as a class.

MIDEA

- **French Door Refrigerators**

March 19: 1-2:30 p.m.

Review covers troubleshooting and tear-down for French door refrigerators.

- **Range Ovens**

March 20: 10-11:30

Learn troubleshooting and tear-down for Midea range ovens.

PROCTOR & GAMBLE

- **Taking the Mystery out of Dishwasher and Laundry Products: Chemistry 101 and More**

March 19: 8-9:30 a.m. | March 20: 1-2:30 p.m. | March 21: 8-9:30 a.m.

We are excited to bring this training to MSA members

! One thing we've come to learn is that sometimes the machine is not at fault, but the technician is always the first call. Cascade, Tide and Downy will educate you on chemistry and cycle conditions (temperature, water, etc.) that could impact the results coming from dishwashers and laundry machines. Help you solve the customer issues that are not related to mechanical failures. Learn lots of myth-busting points you can use with your customers. We will also talk about the new website with educational videos, troubleshooting and free samples for technicians to provide to customers.

SAMSUNG

- **Samsung Bespoke Four-Door Flex Refrigerator**

March 19: 8-9:30 a.m. and 1-2:30 p.m.

March 20: 10-11:30 a.m. and 3-4:30 p.m. | March 21: 8-9:30 a.m.

Boasting a new beverage zone and dual icemakers that include whiskey ball ice, we'll review the refrigerator's functionality and key technical information to prepare you for servicing this in customer's homes. This course will conclude with an overview of best practices and troubleshooting on Samsung refrigerator product lines to reduce customers calling back after service for the same symptom.

- **Dacor Built-in Wine Cellar**

March 19: 10-11:30 a.m. and 3-4:30 p.m.

March 20: 8-9:30 a.m. and 1-2:30 p.m.

The full-size, Built-In Wine Cellar from Dacor is equipped with three independently cooled zones, storage for up to 100 bottles of wine, push-to-open door and precise cooling technology. Features and functionality will be reviewed, along with important technical information, prepping you for servicing these in the field. Receive an overview of best practices and troubleshooting on Dacor refrigeration products.

SPEED QUEEN

- **TC5 Classic Transmission Top-Load Washer**

March 19: 8-9:30 a.m. | March 20: 8-9:30 a.m.

Learn troubleshooting and teardown of the Classic Transmission Top-Load Washer, along with navigating the Alliance website.

- **DC5 Classic Dryer**

March 19 and 20: 10-11:30 a.m.

This course covers troubleshooting and teardown, along with navigating the Alliance website.

- **Front-Load Washer**

March 19 and 20: 1-2:30 p.m.

We will explore front-load washer troubleshooting and teardown, along with navigating the Alliance website.

- **Front-Load Dryer**

March 19 and 20: 3-4:30 p.m.

Join us to discuss front-load dryer troubleshooting and teardown, along with navigating the Alliance website.

TMM APPLIANCE ACADEMY

- **Day 1**

March 19: 8 a.m.-4:30 p.m.

This full-day course includes certification and covers the following: sealed system safety, using piercing valves, identifying common problems, recovery basics and removal of evaporators, condensers, filter driers and compressors.

- **Day 2**

March 20: 8 a.m.-4:30 p.m.

This full-day course includes certification and covers the following: R600 safety, evacuation, charging and pressure design, along with lessons in sweeping the system and placing the unit in a vacuum.

VULKAN LOKRING

- **Lokring Theory and Application**

March 19: 3-4:30 p.m. | March 20: 8-9:30 a.m.

This course is designed to present the proper assembly procedures for VULKAN Lokring 00-series connectors. It includes identifying the proper techniques for assembling various connections using the HMRK-V hand assembly tool and the cordless Lokpress Mini, tube preparation methods, Lokprep dosing for different tube diameters and additional repair options.

WHIRLPOOL

- **Dual Evaporator Refrigerators**

March 19: 8-9:30 a.m. and 10-11:30 a.m.

March 20: 1-2:30 p.m. and 3-4:30 p.m.

This presentation will cover Service Matters in addition to airflow operation, troubleshooting dual evaporator systems using service tests and diagnostics, sealed system theory and testing the active components specific to Whirlpool dual evaporator systems.



MSA BUSINESS TRAINING SESSIONS

AIRSLED

- **Airsled Demo**
March 19: 1-2:30 p.m.
Enjoy an interactive Airsled demonstration as you learn to easily turn a two-person job into one.

ASURION PROFITABILITY SERIES

- **Business Operations**
March 19: 8-9:30 a.m.
This class will discuss ways to control operational expenses and improve productivity through the lens of a technician's route.
- **Growing Revenue**
March 19: 3-4:30 p.m.
In this session, focus on the income portion of your profit and loss statement, discuss opportunities to expand your business and set goals for your key revenue metrics.
- **Protecting Your Business**
March 20: 8-9:30 a.m.
Learn best practices to mitigate insurance expense and damage/injury claims in an effort to protect your profit.
- **Customer Experience**
March 20: 3-4:30 p.m.
Use this time to discuss how to understand your customers and their needs, how to survey them and how to calculate a net promoter score.
- **Cost of Doing Business**
March 21: 8-9:30 a.m.
Here's your opportunity to review the new cost of doing business calculator so you can properly establish the cost to run a service call, gain insight into how your business is operating, outline a few levers you can pull to affect that cost and calculate a rough profit by technician.

COACHING SEMINARS

INDUSTRY WISDOM FROM DEAN LANDERS

- **Pricing Your Services Professionally**
March 19: 8-9:30 a.m.
We examine pricing structures that work for the present time, for periods of growth and while planning for retirement.
- **Your Company's Buy-ability**
March 19: 1-2:30 p.m.
Learn about your company's real value to your customer.
- **Stumbling Blocks to Growth**
March 20: 10-11:30 a.m.
Discover why your business is stuck and identify ways to grow.
- **Rookie Mistakes**
March 20: 3-4:30 p.m.
Avoid common mistakes and take advantage of lessons learned from business owners.

GENERATIONAL CUSTOMER SERVICE WITH KATIE CALLAHAN

- **Front-Line Customer Service in Today's Environment**
March 21: 8-9:30 a.m.
Learn how customer service can make your company stand out among the crowd.

MAXIMIZING THE VALUE OF YOUR BUSINESS WITH TERRY KELM

- **Determining and Maximizing the Value of Your Business**
March 20: 8-9:30 a.m.
Learn about succession planning, valuing methodologies of your business, the re-sale market, how buyers look at your business and practical tips for maximizing value.

IMPACTING YOUR TOP AND BOTTOM LINES WITH ROSS MOBBLEY

- **How Productivity Impacts Revenue and Profits**
March 20: 8-9:30 a.m. and 1-2:30 p.m.
March 21: 10-11:30 a.m.
Attendees review an eye-opening visual on the impact of technician productivity on revenue and profitability. See how small changes can significantly affect your business and learn how to get technicians buy-in on changes.

RAM BUSINESS SOLUTIONS

- **Artificial Intelligence 101**
March 19: 8-9:30 a.m.
This introductory course familiarizes participants with AI, including key terminology and potential applications.
- **Advanced Artificial Intelligence**
March 21: 8-9:30 a.m.
Building on the introductory course, this session demonstrates practical AI applications in everyday business, with examples of prompting and a focus on AI security.
- **Compliance, Secure Payments and Laws That Affect Your Business**
March 20: 10-11:30 a.m.
Participate in an overview of essential information on new regulations, including PCI 4.0, BOIR and other laws that might unknowingly be violated.
- **Cybersecurity**
March 19: 1-2:30 p.m.
Learn from an overview of current threats to businesses and strategies for protection.
- **Social Engineering and Hacking Primer**
March 20: 3-4:30 p.m.
This course includes a demonstration of common hacking techniques used to infiltrate systems.

FRED'S APPLIANCE ACADEMY

- **Crafting the Blueprint for Exceptional Service Organizations**
March 20: 10-11:30 a.m.
In this engaging, audience-focused session, we'll explore strategies for managing a highly efficient service organization. Key topics cover tech compensation, intelligent parts procurement, HR optimization, customer communication through texting and streamlining administrative workflows using the latest software tools.

IWALLET

- **A New Way to Take Payments in the Field**
March 19: 10-11:30 a.m.
March 20: 1-2:30 p.m.
March 21: 10-11:30 a.m.
Learn more about the way leading appliance repair companies save time and money with payments.

JUST PRESS ONE

- **Streamline Warranty Claims Processing**

March 19: 3-4:30 p.m. | March 20: 8-9:30 a.m. | March 21: 8-9:30 a.m.

Learn how ClaimWorks can streamline your entire warranty claims process. The solution is intended to provide a central gateway to file and manage all of your warranty claims activity, making automatic corrections with Auggie™, our AI machine learning agent. Eliminate missing information or mistakes in advance, rather than submitting them to multiple processing portals with errors.

KUHLMANN GROUP

- **Navigating the World of Employee Benefits**

March 19: 1-2:30 p.m. | March 21: 10-11:30 a.m.

This presentation will walk through the complicated world of employee benefits and discuss several programs that can significantly drive down your costs, while increasing the overall quality of your benefits design.

MASTER SAMURAI TECH

- **How to Build a Profitable Tech**

March 21: 10-11:30 a.m.

Learn tips and share your ideas in boosting technician profitability.

- **Six Key Abilities of a Great CSR**

March 20: 3-4:30 p.m.

Learn the skills that top customer service representatives share.

MYMARCONE AND MSA WORLD

- **Customer Advantages**

March 19: 3-4:30 p.m. | March 21: 8-9:30 a.m.

Learn about all the features and benefits available at MyMarccone and through MSA World, plus information about how to access it all! Use this opportunity to have your distribution or inventory questions answered.

NELI

- **Enhancing Service Visit Effectiveness and Avoiding Common Mistakes**

March 19: 1-2:30 p.m. | March 20: 10-11:30 a.m.

This class will focus on common mistakes technicians make during service visits and how to improve their approach. Often, issues arise when technicians over-complicate repairs, overlook simple solutions or fail to listen carefully to clients. By discussing these challenges, we can highlight key strategies such as asking the right questions, utilizing available resources and maintaining a problem-solving mindset. The class will also introduce helpful tools, like tech-to-tech support, to ensure technicians are better equipped to provide efficient and accurate service.

ROSSWARE

- **Finding the Right Fit: Evaluating Business Software for Your Needs**

March 19: 1-2:30 p.m. | March 20: 10-11:30 a.m.

Choosing the right business management software is crucial and can often be overwhelming. In this class, we'll guide you through creating a tailored list of evaluation criteria to ensure you select software that aligns with your business needs, saving you time, money and headaches.

SCS COMMUNICATIONS

- **The Telecom Playbook: Communications Do's and Don'ts and Protecting Your Reputation**

March 19: 8-9:30 a.m.

In this comprehensive class, we'll cover critical aspects of telecommunications, including best practices for obtaining messaging consent, maintaining your digital number's reputation and mitigating the risk of your number being flagged as spam or potential spam by carriers. We'll also discuss important considerations related to SMS/MMS messaging, the use of messaging automations and advanced reporting techniques. Leveraging tools from SCS Communications, this class aims to help you enhance the quality and reliability of your business communication practices.

- **Elevate your Customer's Experience and Business Efficiency with SCAI (Sky)**

March 19: 10-11:30 a.m.

In this class, we'll teach you all about the new role of artificial intelligence in our industry. While you learn, you'll gain insights into how AI models learn, adapt and evolve, as well as the potential positive and negative effects they might have on your operations. We'll also introduce SCAI, our newly launched SCS AI Companion, which is designed to enhance your communications offerings.

- **Optimizing Day-to-Day Communications: Understanding Key Tactics for Service Excellence**

March 20: 10-11:30 a.m.

In this class, you'll learn all about what you should be doing day-to-day to build a healthy, successful communication infrastructure from within and how this will directly affect your quality of service externally to your customers. Another area of focus will be omni-channel/unified communications and why giving today's customer every way of reaching you is more important than ever. In addition, we'll talk about spam calls, metrics your team should be striving for, new carrier regulations to be aware of and much more!

- **Enhancing Appliance Service Efficiency**

March 21: 8-9:30 a.m.

Join us for an in-depth exploration of the critical components involved in delivering exceptional appliance service. This class will cover effective triaging techniques prior to service calls, analyze the costs associated with running a service call and identify strategies to minimize wasted time. We will also delve into professional pricing models and practical approaches to boost profitability while reducing operational expenses through streamlined efficiencies.

- **Strategic Pricing and Understanding Your Value in Appliance Repair Services**

March 20: 3-4:40 p.m.

Customers value more than just a quick repair—they trust you with their appliances, their home and their peace of mind. This class provides an in-depth exploration of value proposition development, transparent pricing strategies and proactive communication techniques. Participants will gain actionable insights into building trust with clients, addressing objections and overcoming potential pricing obstacles – all while maintaining professional integrity and customer satisfaction.

SEARCHKINGS

- **Want to Grow Your COD Business?**

March 19: 10-11:30 a.m. and 3-4:30 p.m.

March 20: 8-9:30 a.m. and 1-2:30 p.m.

Through this course, learn how to generate quality leads and increase your revenue.



MSA BUSINESS TRAINING SESSIONS

SERVICEWORKS

- **Deep Dive into ServiceWorks:
Unlocking the Full Potential of Your Business**
March 19: 3-4:30 p.m. | March 20: 8-9:30 a.m.
Discover how ServiceWorks can transform your service-based business by optimizing operations, enhancing customer experiences and boosting profitability. This workshop will provide an in-depth look at the powerful features of ServiceWorks, including scheduling, dispatching, invoicing, payment processing, inventory management and more.
- **Mastering Parts Management and Seamless Ordering with Marcone**
March 19: 10-11:30 a.m. | March 20: 3-4:30 p.m.
Efficient parts management and ordering are critical to the success of any appliance repair business. In this workshop, we will explore best practices for streamlining your parts inventory, reducing downtime and optimizing your ordering process with Marcone.

SKILLSUSA

- **How to Negotiate Warranty Rates**
March 19: 10-11:30 a.m. | March 20: 1-2:30 p.m.
Learn tips and tricks from Mark Pollitz, President of Strategic Service Consultants, a consulting service available to businesses and manufacturers.

TRUE SMB

- **Utilizing Google Business**
March 19: 8-9:30 a.m. | March 20: 1-2:30 p.m.
Learn about the nine solutions you should implement for your company.