



CUSTOM
ELECTRONIC
DESIGN &
INSTALLATION
ASSOCIATION

Five Minutes with Gordon Van Zuiden

How did you get started in this industry?

I got started in 1998. When I sold my old IT value added reselling company I turned my attention to how I could set up a computer network in our own home to take advantage of sharing our neighborhood's new broadband cable modem services with all of our family's computers. It took 6 months to work out all the computing and wiring kinks and then all my neighbors asked that I put the same home networking system in for their family computers - cyberManor was born.

Who in the industry has been your biggest influence? How and why?

Jeff Hoover made me aware of CEDIA when he asked if I was interested in writing his column for Residential Systems magazine back in 2001. He also asked me to become an instructor on home networking topics since he predicted (accurately) there would be significant demand from the CEDIA membership for this kind of training.

Helen Heneveld also warmly welcomed me as a rookie to the industry back in 2001 and has helped guide our company and myself to better understand our representative associations, the manufacturers and the membership. And finally, Julie Jacobsen, for her accurate, timely reporting and insightful opinions on the companies and products that shape our industry.

Describe some of your most memorable moments in the industry.

- Teaching courses at CEDIA, meeting my peers domestically and internationally
- Cisco coming in to film our home in 1999 as a showcase for "Connected Home" technologies before that term became a buzzword
- Working with HP last summer to design and integrate their executive showcase home
- Being elected to CEDIA's board of Directors this year

What do you think was the greatest advance, event or trend in our industry in the last five years?

The ongoing digitization of personal entertainment content and the connectivity of consumer electronics devices across IP connections within the home and to the Internet.

What trends will affect custom integrators in the next two years?

Higher broadband speeds (courtesy of fiber and faster cable and DSL connections) will usher in a whole new range of entertainment content on demand services that our clients will want CEDIA professionals to implement throughout their homes.

What are three things that custom integration companies need to do to prepare for the next two years?

Learn more about the concepts of home networking and broadband Internet services, follow what is happening with the Media Center and Extender technologies, and watch carefully what Apple is doing in consumer home electronics.

What drives you to be a member of CEDIA and how has it benefited you and/or your company?

The professional integrators, manufacturers and staff members that I have met at CEDIA events – they are top notch people and passionate about their work.