



CUSTOM
ELECTRONIC
DESIGN &
INSTALLATION
ASSOCIATION

Five Minutes with Jeremy Burkhardt

How did you get started in this industry?

Started installing in high school, then became a salesman and then a manufacturer launching the SpeakerCraft line.

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

Ed Haase the inventor of the in-wall speaker was my biggest influence. His brilliance, friendship and compassion have helped me through life.

Describe some of your most memorable moments in the industry.

The first CEDIA regionals, working with Frank White promoting membership by standing on hotel tables was a blast. Working with Billilynne Keller at EXPO to increase attendance, and holding The SpeakerCraft gig's have been very educational and exciting.

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

Aside from digital music, the AIM speaker revolutionized home theater and made it feasible to install speakers in the ceiling for use with flat panel monitors.

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

Less expensive digital video-music content and players will create a demand for more whole house installation.

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

Educate their staff with CEDIA University, write business plans and execute.

Out of all of the CEDIA member benefits, which two have affected your business the most?

CEDIA's Marketing efforts to get the CEDIA brand out to consumers and the demand that has created for our products as well as having the organization educate and train dealers how to better run their businesses.

We would not exist without the friends and dealers we have made at CEDIA EXPO. The education is tremendous and the industry has grown because of this amazing organization.