



CUSTOM
ELECTRONIC
DESIGN &
INSTALLATION
ASSOCIATION

Five Minutes with Scott Fuelling

How did you get started in this industry?

I started performing residential installations about 24 years ago. I was working with a pro A/V company at the time and performed residential installation on the side. I have always had a strong interest in any type of electronics and the residential marketplace seemed to be a good match for the type of high-end work I wanted to perform.

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

I have had so many mentors in my career it would be unfair to single out just one. But I believe a long-time pro market contractor by the name of Walt Wilhelm had the most impact on my direction. He was never afraid of stepping outside of the box with customized offerings and one off design concepts. He was always passionate about his work and wanted to be the best at whatever he took on.

Describe some of your most memorable moments in the industry.

Completing our first \$1,000,000 project with a satisfied customer, seeing the company grow and prosper and the motivation and support of the entire team at Phoenix stands out in my mind.

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

I believe the convergence of the IT and residential integration world is and will continue to be the single largest advancement and trend. This type of system architecture allows customization beyond utilizing specific manufacturer components for all designs.

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

The continuing erosion of hardware profit margins will need to be overcome. The industry as a whole needs to focus on service and value added offerings beyond the profitability of the materials we specify and sell. I believe the stronger integrators who run their business with this approach will continue to prosper and grow.

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

Take the time to evaluate their specific market and competitors. Work towards more service and value added offerings as profit centers. Move towards a more standardized and repeating core design process.

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

CEDIA has been a major part of our daily operation. The benefits of educational offerings, Management Conference, CEDIA EXPO, and networking with other dealers have allowed our firm to thrive where others have stalled out.

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

The management conferences and the educational offerings at EXPO have been our two greatest benefits.