



# 08 | 09 Annual Report



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## CEDIA Code of Conduct and Ethics

1. Provide to all persons truthful and accurate information with respect to the professional performance of duties.
2. Maintain the highest standards of personal conduct to bring credit to the custom electronic and design industry.
3. Promote and encourage the highest level of ethics within the profession.
4. Recognize and discharge by responsibility, to uphold all laws and regulations relating to CEDIA policies and activities.
5. Strive for excellence in all aspects of the industry.
6. Use only legal and ethical means in all industry activities. Protect the public against fraud and unfair practices and attempt to eliminate from CEDIA all practices which bring discredit to the profession.
7. Use written contracts clearly stating all charges, services, products and other essential information.
8. Demonstrate respect for every professional within the industry by clearly stating and consistently performing at or above the standards acceptable to the industry.
9. Make a commitment to increase professional growth and knowledge by attending educational programs recommended, but not limited to, those prescribed by CEDIA.
10. Contribute knowledge to professional meetings and journals to raise the consciousness of the industry. Maintain the highest standards of safety and any other responsibilities.
11. When providing services or products, maintain in full force adequate or appropriate insurance.
12. Cooperate with professional colleagues, suppliers and employees to provide the highest quality service.
13. Extend these same professional commitments to all those persons supervised or employed.
14. Subscribe to CEDIA's Principles of Conduct and Ethics and abide by the CEDIA Bylaws.

## About the Association

The Custom Electronic Design & Installation Association (CEDIA) is an international trade association of companies that specialize in planning and installing electronic systems for the home. These systems include home networking, home automation and communication systems, media rooms, single or multi-room entertainment systems, and integrated whole-house sub-systems providing lighting control, security, and HVAC systems.

CEDIA provides top-ranked educational conferences, industry professional training, and certification focused on the installation and integration of residential electronic systems that consumers use to enhance their lifestyles.

One of CEDIA's key missions is public policy representation. CEDIA's public policy efforts are designed to support CEDIA Members and ensure that their abilities to own and operate their businesses are not impeded upon.



# Message from Chairman & CEO

In 2009, CEDIA proudly marks the 20th anniversary of its commitment to excellence in the electronic systems industry. Since its inception in 1989, CEDIA has focused on the needs of its member companies, providing top-ranked conferences, certification, and training.

CEDIA Members adhere to a strict set of requirements for professionalism designed to set high standards for their business operations and the services they provide to clients. As a result, CEDIA knows it can promote its member companies to new audiences at every turn with full enthusiasm, pride, and confidence in their abilities. It is these members who, through their expertise, their enthusiasm, and thousands of volunteer hours, have made this association what it is today, and we are proud to look back on the past two decades of success.

This year of celebration, however, has unfortunately coincided with the worst global economic recession in decades – a crisis that has challenged industry businesses both new and established in unforeseen ways. Your industry association has responded with many levels of support. CEDIA University has reduced education costs across the board and opened up dozens of training opportunities to members free of charge. Expanded regional and electronic education opportunities have reduced the travel burden for members seeking professional development, and enhanced business training allows members to help ensure they are making the best possible decisions for their companies.

CEDIA has also continued to develop and deliver the longstanding member benefits that have supported members in good times as well, from the idea-sharing available through *Crosspoint*, to the marketing and public relations efforts that promote your business to clients, to the dozens of year-round networking opportunities that allow you to learn from the brightest minds in the industry – your fellow members.

As we look back over 2008–2009, we encourage members to explore the many initiatives CEDIA undertakes on your behalf on a year-round basis. Thank you for your continued support.

Sincerely,



**Ken Erdmann**

A handwritten signature in black ink that reads "Ken Erdmann".

CEDIA Chairman



**Utz Baldwin**

A handwritten signature in black ink that reads "Utz Baldwin".

Chief Executive Officer

# CEDIA EXPO 2008

More than 25,000 electronic systems professionals attended CEDIA EXPO 2008 during the event's third visit to Denver September 3–7, 2008. Despite the economic climate, attendance numbers declined just slightly from the 2007 showing, while the number of non-exhibiting professionals present increased and more attendees took advantage of CEDIA University training.

In order to help CEDIA Members make the most of travel dollars in the face of a slowing economy, CEDIA offered more than \$500,000 worth of free education exclusively for members at the 2008 EXPO. The event welcomed more than 500 exhibitors displaying the latest in home technology, including more than 90 companies exhibiting for the first time.

EXPO 2008 also marked the launch of CEDIA's all-new Learning Labs, three hands-on technology displays designed to enhance the learning experience. The labs, which draw on CEDIA's popular Boot Camp concept of hands-on training, accompanied several CEDIA University courses and were also available for walk-through during open sessions.



The event also made its first foray into the growing “green” movement in 2008, with a number of measures on the part of both CEDIA and the Colorado Convention Center designed to reduce consumption and waste. Measures included reducing the number of course participant guides printed, providing recycling receptacles throughout the facility, and using smarter lighting sources and lighting control.

On Saturday, September 6, more than 60 awards were presented to a host of individuals and companies at the annual Electronic Lifestyles® Awards banquet. Electronic systems contractors were honored for their expertise in design and installation with the Designer Awards, and manufacturers were recognized for outstanding strides in product and technology development and technology – both for products new to 2008 and for those most memorable over the past two decades.

# 2008 Electronic Lifestyles® Awards Winners

## Industry Awards

### Lifetime Achievement Award

Dr. Floyd Toole

### Residential Electronic Systems Contractor Volunteer of the Year

Jaime Freyria, NTX SA de CV

### Manufacturer Volunteer of the Year

Seth Rubenstein, D-Tools

### Sales Representative of the Year

Andrew Ard, KA Marketing

### Electronic Systems Contractor of the Year

Starr Systems Design

### Electronic Systems Technician of the Year

Charles Lanholm, Frankentek Residential Systems, LLC

## Designer Awards

### Large Home Theater Level I: \$80,000 – \$100,000

Gold Technical Design • Access Audio Video Inc.  
Silver Technical Design • Percy's

### Large Home Theater Level II: \$115,000 – \$150,000

Gold Technical Design • Home Theaters by Design, LLC  
Silver Technical Design • Architectural Electronics, Inc.

### Large Home Theater Level III: \$150,001 – \$200,000

Gold Technical Design • Home Theaters by Design, LLC  
Silver Technical Design • Union Place Inc.

### Large Home Theater Level IV: \$200,001 – \$330,000

Gold Technical Design • Starr Systems Design  
Silver Technical Design • Electronics Design Group, Inc.  
Bronze Technical Design • Electronics Design Group, Inc.

### Large Home Theater Level V: \$340,000 – \$465,000

Gold Technical Design • Bekins, Inc.  
Silver Technical Design • Pacific Audio & Communications  
Bronze Technical Design • Aurant

### Large Home Theater Level VI: \$730,000 – \$1.1 Million

Gold Technical Design • Aurant  
Silver Technical Design • Future Home ~FM~  
Bronze Technical Design • Admit One, Inc.

### Best Large Home Theater Overall Winner

Pacific Audio & Communications

### Best Theme Theater

Aurant

### Integrated Home Level I: \$67,500 – \$120,000

Gold Technical Design • NTX SA de CV  
Silver Technical Design • Smarthomes Chattanooga  
Bronze Technical Design • Audio Warehouse ~FM~

### Integrated Home Level II: \$150,000 – \$200,000

Gold Technical Design • Electronics Design Group, Inc.  
Silver Technical Design • Howell & Associates Inc.  
Bronze Technical Design • Innerspace Electronics, Inc.

### Integrated Home Level III: \$230,000 – \$290,000

Gold Technical Design • Image Tech Design Inc.  
Silver Technical Design • Innerspace Electronics, Inc.

### Integrated Home Level IV: \$330,000 – \$355,000

Gold Technical Design • Cobalt Automation Inc.  
Silver Technical Design • London Audio, Ltd.  
Bronze Technical Design • Genesis Home Technologies, Inc.

### Integrated Home Level V: \$380,000 – \$675,000

Gold Technical Design • DSI Entertainment Systems, Inc..  
Silver Technical Design • Baumeister Electronic Architects  
Bronze Technical Design • Frankentek Residential Systems, LLC

### Integrated Home Level VI: \$800,000 – \$2,000,000

Gold Technical Design • Engineered Environments  
Silver Technical Design • Aurant  
Bronze Technical Design • Commercial Electronics Ltd. ~FM~

### Best Integrated Home Overall Winner

Baumeister Electronic Architects

### Best Documentation Technical Winner

Commercial Electronics Ltd. ~FM~

### Best Media Room Overall Winner

All Around Technology

### Best Hidden Installation Overall Winner

Amnet Systems

### Best Technical Media Room

Gold Technical Design • Theory  
Silver Technical Design • All Around Technology  
Bronze Technical Design • Innerspace Electronics, Inc.

### Best Hidden Installation Technical Design

Gold Technical Winner • Theory  
Silver Technical Winner • Amnet Systems LLC  
Bronze Technical Winner • The Sound Choice

### Best Special Project Technical Design

Gold Technical Winner • Starr Systems Design  
Silver Technical Winner • Pacific Digital Home  
Bronze Technical Winner • Engineered Environments

### Best Dressed System Technical Design

Gold Technical Winner • Electronics Design Group, Inc.

## Manufacturers' Excellence Awards

### Best New Product

CHIEF • PIWRF™ No-Profile In-Wall Swing Arm  
Crestron • Crestron iServer™  
Denon • AVP-A1HDCI Ultra-Reference 12 Channel A/V Home Theater/Multimedia Preamplifier  
NUVO • Essentia E6G  
Savant • ROSIE Remotes & OSD (On-screen Display)  
Sherbourn • IWA-1 (In Wall Amp-1)  
Sonance • Sonance Visual Performance Series  
SpeakerCraft • MODE iPhone Interface  
TRIPP-LITE • AV550SC Audio/Video Backup Power Block  
Universal Remote Control • MX-6000 Touch Screen

### Best New Technology

Crestron • Adagio Digital Media System (ADMS)

### Product Hall of Fame

Audio Design Associates • System 56  
Audio Control • SA-3050 Real Time Analyzer  
Crestron • Crestron SmartTouch™ (STS)  
JBL Synthesis • JBL Synthesis® One Multichannel Audio System  
Jensen • ISO-MAX® CI-2RR Stereo Audio Isolator  
Lutron • HomeWorks Lighting Control System  
RUNCO • ARC-IV Aspect Ratio Controller  
Sonance • Sonance 1 In-Wall Speaker

# Industry Outreach Continues to Build Strong Relationships

CEDIA's Industry Outreach department is responsible for building relationships between CEDIA Members and design and build industry partners. Through networking, events, partnerships, and education initiatives, Industry Outreach activities help build the CEDIA brand in the minds of design and build professionals. The cross-industry partnerships forged by this team and its active volunteers lead directly to new contacts and opportunities that benefit hundreds of CEDIA Members year-round.

Industry Outreach staff and volunteer activity has enabled CEDIA to pursue partnerships with a number of organizations crucial to the design and build industry, including the National Association of Home Builders (NAHB), the American Institute of Architects (AIA), the American Society of Interior Designers (ASID), the American Institute of Building Design (AIBD), U.S. Green Building Council (USGBC), and the National Association of the Remodeling Industry (NARI). The Industry Outreach team continues to explore other organizations that will yield mutually beneficial partnerships. These partnerships will allow CEDIA to help educate professionals across the country, increasing their comfort level with home technology and encouraging them to contact a CEDIA Member to assist with their next project.

One way that CEDIA has reached out to industry professionals is through the Home Technology Alliance (HTA), a partnership between CEDIA and the National Association of Home Builders (NAHB), formed to enable the housing industry to effectively meet the growing consumer demand for home technology and provide maximum return on investment in the new home building and remodeling process. CEDIA and the HTA offers NAHB members two modes of education, online and face-to-face, encouraging builders to incorporate home technology into current and future projects. With the success of the alliance has come greater responsibility and recognition for CEDIA. CEDIA now has voting rights on the HTA, a subcommittee of the Custom Home Builders' committee, and Matt Carter, the 2008 Registered Outreach Instructor of the Year, has been appointed Sponsor Vice Chair. The continuing collaboration of both associations is proving to make the alliance stronger than ever.

The Registered Outreach Instructor (ROI) program has also undergone considerable enhancement in the past year. This program, which enables CEDIA Members to provide continuing education to local architects, building designers, and interior designers has grown from 89 instructors to 135; due to increased demand, the ROI "Train the Trainer" course will be offered three times in 2009. ROIs are currently offering education to design and build professionals in 32 states and two Canadian provinces.

With 11 courses currently available, the ROI program is THE tool for helping CEDIA Members get better connected with their local industry partners. Currently, CEDIA is a continuing education provider to AIA, AIBD, NAHB, ASID, IIDA, IDEC, IDC, and NARI.

The Industry Outreach department continues in its development of specific and relevant education for CEDIA's industry partners. Through the work of dedicated volunteers, the Industry Outreach Education Action Team has identified six new Registered Outreach Instructor (ROI) courses slated for development in 2009. These courses, along with four pre-approved NAHB courses, will be available to ROIs to deliver in 2010 and they are sure to provide an even better understanding of residential electronics and the expertise that CEDIA Members provide.



# CEDIA University

CEDIA University works to develop and deliver the industry's best education. Curriculum is built through the efforts of CEDIA Members and subject matter experts, and is centered on the most contemporary industry standards to provide the maximum potential value to attendees' businesses.

CEDIA University consists of five colleges, each designed to provide best practices, information, and skills for every employee in a residential electronic systems company. In 2008-2009, CEDIA continued its support of members' professional development efforts by offering convenient, relevant, cost-effective education and training options.

## Value-Added Offerings for CEDIA Members

For the first time ever, CEDIA offered its members free access to a wealth of CEDIA University core courses at EXPO 2008. More than 29 hours of education worth more than 24 CEUs were available to members. A total of 1,239 attendees took advantage of \$500,000 worth of free education, selling out dozens of courses.

CEDIA continued its efforts to help members save on professional development in 2009 with reduced fees for its popular Boot Camp courses. Both the Basic and Advanced offerings of CEDIA's EST Residential Boot Camp held at CEDIA's Indianapolis headquarters were offered at 50% off the regular rate.

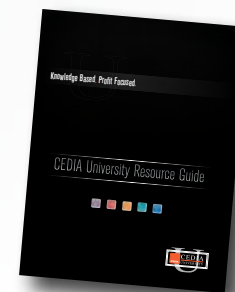
CEDIA University's e-Learning program was expanded in 2009 to deliver additional cost-effective, travel-free opportunities for industry education. In April, CEDIA launched a series of packaged weekly online education sessions: each Monday offered a free podcast, followed by a full-length instructor-led e-Learning course Wednesday expanding on the topic introduced in the podcast. Each Friday, CEDIA opened up an instructor-led webinar from the e-Learning archives for free members-only access for one week.



The free online education continued with CEDIA's Survival of the Fittest program, designed to provide members with the business tools they need to weather the economic storm. The Survival of the Fittest program returned in 2009 after a successful launch in 2008 at the start of the economic downturn. Topics this year surrounded sustaining business in a challenging environment, and facilitators included both electronic systems industry experts and cross-industry presenters. The Survival of the Fittest sessions built up to a members-only Business Survivability Panel at EXPO, designed using months' worth of feedback from webinar attendees and covering topics including the current market, strategic planning, operations, and human resources.

## CEDIA University Resource Guide

In an effort to help members maximize their educational investments, in 2009 CEDIA created a guide designed to give an overview of the full range of CEDIA University education and training. The CEDIA University Resource Guide was designed to help industry professionals select the education that best suits their level of experience, learning style, and career goals.



The comprehensive guide is designed to serve as a "guidance counselor" for business owners and managers to use when making training decisions for staff. It details the five CEDIA University colleges and the progression of courses from 100-level to 400-level within each college. The guide also includes an outline of CEDIA University's education and training products and full descriptions for every course offered. The CEDIA University Resource Guide was distributed to all members by mail and is available online. It was also distributed at CEDIA EXPO 2009.

## d a v i d, llc Partnership Launched



In February, CEDIA announced a new partnership that would ease the travel burden for east-coast industry professionals seeking technical and business training. CEDIA University and d a v i d, llc (AKA digital audio video integration distributors) partnered to offer CEDIA's Electronic Systems Technician (EST) Basic Residential Boot Camp and a series of Electronic Systems Business (ESB) courses at a satellite location in Westbury, NY.



CEDIA was excited to launch a strong new partnership with a distributor that places a priority on continued training and ensuring clients make the best buying decisions. The partnership, the first of its kind, allowed dozens of professionals to access vital training with reduced travel time. CEDIA and david are currently pursuing the possibility of adding a second training location.

### New and Improved Content

The CEDIA University Education Content Action Teams are responsible for determining the objectives and deliverables of CEDIA's education programs and helping select curriculum. The chairs of the individual 2008-2009 Content Action Teams – Eric Lee (Electronic Systems Designer), Ty Meyer (Electronic Systems Customer Relations), Jared Blackford (Electronic Systems Business), Dean Callis (Electronic Systems Project Management), and Dave Shafer (Electronic Systems Technician), with support from CEDIA University Education Council Chair Michael Creeden – were committed to the continuous quality assurance of the CEDIA University core curriculum. In 2008-2009, the Content Action Teams re-evaluated curriculum in each CEDIA University college with an eye toward new technologies and business approaches.

	<i>Total Courses</i>	<i>New in 2008-2009</i>	<i>Revised in 2008-2009</i>
<b>ESB</b>	29	3	26
<b>ESCR</b>	22	2	15
<b>ESD</b>	34	2	19
<b>ESPM</b>	24	0	10
<b>EST</b>	25	2	17

### CEDIA University On the Road at Capitol Sales Learning Institute™ – Regional Outreach Events



In 2009, CEDIA's regional education program, CEDIA University (CU) On the Road, teamed up with Capitol Sales Company to deliver CEDIA curriculum at a series of Capitol Sales Learning Institute™ events throughout the U.S. The events featured curriculum from CEDIA's ESB, ESD, and EST colleges along with certification opportunities from the Electronic Systems Professional Alliance (ESPA) and product training from top manufacturers.

With the support of Capitol Sales, CEDIA University On the Road has enabled industry professionals to take advantage of regionalized education in San Francisco, Dallas, Philadelphia, and Chicago thus far in 2009, with an additional event on the slate for Tampa in November.



### Learning Labs Launched at EXPO 2008

Through the work of the CEDIA University Content Action Teams and the support of ADI, CEDIA University added a hands-on component to selected core courses at EXPO 2008 for the first time. Several of the most popular courses in the EST college were linked to hands-on sessions in three Learning Labs.

The successful Learning Lab concept has been expanded for EXPO 2009, with 23 classes selected to include a hands-on component. The Learning Lab concept helps stretch the value of the education delivered at CEDIA EXPO by giving participants practical experience with the techniques discussed in the classroom.

### CEDIA Marketplace

In 2009, CEDIA launched the CEDIA Marketplace, an online store featuring relevant courseware and branded wearables. The CEDIA Marketplace, online at [www.cedia.org/marketplace](http://www.cedia.org/marketplace), includes CEDIA-developed publications, apparel and gear for members and certified professionals, CEDIA University courseware and reference materials, and recommended reading supplied by Amazon.com.

The mission of the CEDIA Marketplace is to provide industry professionals with current, cutting-edge books, videos, and other support materials. The CEDIA Marketplace is also live onsite at CEDIA EXPO, where attendees can browse and purchase many of the materials available in the online store.

# CEDIA Certification



## CEDIA develops offerings to help members earn and maintain certification credentials

The CEDIA Professional Certification program allows technicians and designers the chance to qualify and quantify what they know and demonstrate that they are committed to maintaining the highest quality standards for performance. Professional certification creates a path for career-minded individuals.

CEDIA Professional Certification also provides employers a means for judging a potential employee's skill, provides concrete credentials to present to clients, and defines the scope of our industry to signal to legislators that electronic systems contractors are capable of self-regulation.

## CEDIA University Approved as a Project Management Institute Registered Education Provider



In February 2009, CEDIA announced that CEDIA University was approved as a Registered Education Provider for the Project Management Institute® (PMI®).

Project Management Professionals® (PMPs®) may now obtain professional development units toward their certification requirements through CEDIA University's Electronic Systems Project Management (ESPM) college. PMPs® have access to 24 courses on topics such as integration, scope, time, cost, quality, human resources, communication, risk and procurement.

CEDIA University's ESPM courses are offered year-round online, at CEDIA University On the Road events, and at CEDIA EXPO as well as through partner training programs.

*PMI® is a registered trademark and service mark of the Project Management Institute, Inc. PMP® is a registered certification mark of the Project Management Institute, Inc.*

## Members Have Access to Growing Number of Free CEUs

To support members' efforts to maintain current certifications, CEDIA has expanded the number of free education courses offering continuing education units (CEUs).

At CEDIA EXPO 2008, members took advantage of free education worth more than 24 CEUs. Free member education offerings will be expanded at EXPO 2009, with more than 40 CEUs available at no charge.

CEDIA also continued the successful Survival of the Fittest program, a series of monthly free webinars exclusively for members. Members who successfully complete the post-webinar assessment earn 0.5 CEUs for each hour-long session.

The online education savings continued with CEDIA's e-Learning program, which was expanded in April 2009 to include three weekly training opportunities. In addition to a free podcast each Monday and a new webinar each Wednesday, CEDIA University opened up the e-Learning archives each Friday to offer members one free archived webinar from the 2008 webinar series.

Thanks to these efforts, hundreds of CEDIA Certified Professionals have had convenient, cost-effective access to the CEUs required to maintain their certifications.

## CEDIA Releases First Edition of Technical Reference Manual

In July 2009, CEDIA released the first edition of its Electronic Systems Technical Reference Manual, a comprehensive resource for anyone who installs, designs or has an interest in residential electronic systems.



The manual was developed to serve as a single body of technical knowledge for the electronic systems industry. It was built using core courses in CEDIA University's Electronic Systems Technician and Electronic Systems Designer colleges. Content outlines for CEDIA's EST III (Advanced EST) and Designer certification exams as well as sample exam questions and a summary of the certification development process are all included in the appendix of the book.

The Electronic Systems Technical Reference Manual is recommended for use as a supplement to CEDIA University education, as an in-house reference guide, and as a preparation tool for CEDIA Certification exams. The guide is available for purchase through the online CEDIA Marketplace and will be sold through the CEDIA Marketplace onsite at CEDIA EXPO 2009.

## CEDIA Launches EST II Exam



At CEDIA EXPO 2009, CEDIA will launch the Electronic Systems Technician (EST) II exam.

This exam is designed for ESTs with 12-36 months of residential-specific low-voltage experience who are interested in advancing their residential electronic systems career. It focuses on the technician's roles and responsibilities, infrastructure, equipment mounting, audio/video systems, communications (telephony and data), integrated control systems, and system verification and testing.

With the launch of this exam, current CEDIA Certified Professional Level I Installers have been automatically grandfathered into the EST II credential.

# Global Update

**CEDIA's global team supports the electronic systems industry in a broad range of international markets, ensuring that electronic systems professionals across the globe have the recognition, standards, and support they need to succeed.**

## Latin America

In 2008-2009, CEDIA hosted more events in Latin America than ever before. CEDIA continued to hold events in Argentina, Brazil, and Mexico, while adding Colombia for the first time.



Due to the increasing value of the U.S. dollar as well as taxes and fees associated with selling U.S. products in Latin America, many members in the region are seeing increases in the costs of doing business. CEDIA is hoping to assist members in surviving this crisis with a focus on low-cost and free education.

In Mexico, CEDIA offered one free event each month to educate architects and integrators. CEDIA also offered free education at the Home:TECH show in 2009. The events were well attended, with several architects interested in learning more.

In 2009, CEDIA held its third regional event in Argentina at the Sociedad de Arquitectos. CEDIA's plan is to target architects in Argentina on behalf of CEDIA Members. CEDIA hosted three events in Argentina in 2009: the regional program, a CU On the Road event, and Latin American Outreach.

In Brazil, CEDIA has gone from two events in 2008 to seven events in 2009. CEDIA held the first regional event in Sao Paulo, Brazil in late April 2009, welcoming attendees from all over Brazil. CEDIA expects this event to grow significantly in the coming years as the association continues to develop relationships with key volunteers and distributors.

CEDIA's program in Latin America is well-supported by U.S. manufacturers. Their support is key to the continuation and success of this program.

## Canada

Since welcoming Canadian Liaison Laura Moorhouse in 2008, CEDIA's work in Canada has included a strong focus on education. CEDIA held successful CEDIA University (CU) On the Road events in Vancouver February 11-14 and in Toronto April 15-18, both sponsored by Staub Electronics. CEDIA has also had a presence at several ADI events, offering education and certification. CEDIA has a strong, education-focused relationship with ADI-Burtek in Canada.

CEDIA has also been working to establish and build on relationships with the design and build industry audience in Canada. CEDIA representatives attended the IIDEX/NeoCon residential design show held in Toronto in September 2008 and the Design Northwest show in Vancouver in February 2009. CEDIA has also begun working with the Association of Registered Interior Designers of Ontario (ARIDO).

## Integrated Systems Europe

Integrated Systems Europe (ISE) 2009 broke all records to become the most successful B2B event ever staged for Europe's professional AV and electronic systems integration industry.

From February 3-5, some 24,912 attendees were drawn to the Amsterdam RAI for the show – a 12% increase over 2008. A total of 564 exhibitors participated.

Exhibitors, visitors, and media alike offered positive feedback after ISE 2009. Organizers emphasized the role played by exhibitors themselves in making ISE 2009 such a success.

The onsite Digital Signage Zone, coupled with the ISE Digital Out-of-Home (DOOH) Business Conference which was co-located with the show, helped to attract a substantial number of members of the advertising and creative content communities. Other market sectors to show growth were the live-events industry, architects, and project managers.

Integrated Systems Europe is jointly sponsored by CEDIA and InfoComm International.



# Integrated Systems Europe

## Integrated Systems Russia

The second edition of the Integrated Systems Russia (ISR) exhibition took place at the brand-new Crocus Expo convention center from October 30 – November 1, 2008. Integrated Systems Russia 2008 was organized by MIDEXPO Exhibition Company and Integrated Systems Events (a joint venture company of CEDIA and InfoComm International).

ISR offered the latest professional AV and electronic systems technologies: LED displays, conferencing, videoconferencing, plasmas and LCDs, videowalls, projection technologies, interactive systems and equipment, public address, professional acoustics, IT/networking/software, lifts and mounts, equipment and solutions for home automation projects, "smart home" technologies, furniture and supports, lighting control and many other.

The 2008 show drew 8,700 attendees and more than 90 exhibiting companies, showcasing the latest technologies for commercial and residential systems integration.



# Integrated Systems Russia

# Government Affairs & Public Policy



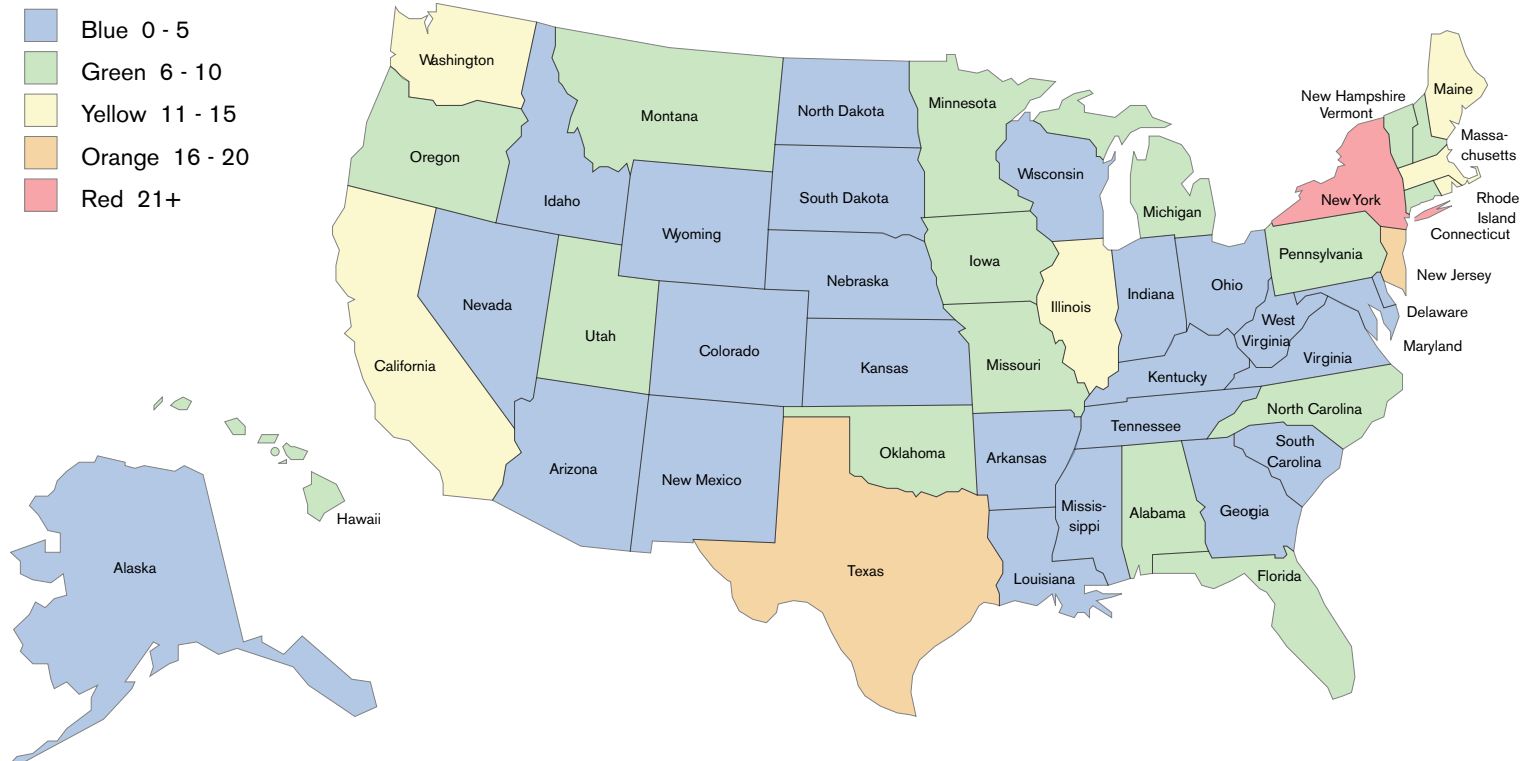
Mission Statement: To influence public policy to protect the interests of CEDIA Members, the electronics industry, and consumers:

- Develop, monitor, and disseminate information regarding legislative regulatory issues
- Develop and implement public policy strategies
- Drive participation at the grassroots level

## 2009 Legislative Review

During the 2009 legislative sessions, the CEDIA Government Affairs & Public Policy Action Team tracked more than 300 bills in 44 states. The majority of legislation CEDIA has been engaged in deals with electrical licensing proposals regarding electronic systems contractors and technicians and electronic waste (e-waste) legislation.

CEDIA representatives are also actively meeting with government officials to educate them on issues that relate to CEDIA and the residential electronic systems industry.



## Working at the State Level

Some of the states CEDIA has been involved in during the 2009 legislative sessions include:

**California** – The California Energy Commission wants to regulate the power consumption of all televisions sold in California. The mandatory regulation would have a significant impact on the sale and installation of high-performance televisions and the business of the residential electronic systems industry.

CEDIA continues to work with the California Energy Commission and other stakeholders on efficiency standards for televisions. CEDIA continues to encourage the commission to understand the residential electronic systems business model and how electronic systems contractors already work with clients to install energy-efficient systems in the home. Stakeholders have also formed the coalition “Californians for Smart Energy.” More information is available at [www.casmartenergy.com](http://www.casmartenergy.com).

**Idaho** – Legislation was introduced to create a new “Specialty Limited Heating Contractor/Journeyman” classification for heating, ventilation, and air conditioning work. A license and a two-year apprenticeship would have been required to install low-voltage thermostatic controls of 24 volts or less, including touch panels. CEDIA worked with the bill sponsor to remove the low-voltage reference, and the amended version of the legislation was signed into law.

**Illinois** – CEDIA representatives tracked two electrical licensing bills introduced in 2009. CEDIA representatives have met with the bill sponsors on legislation creating the Electricians Licensing Act (statewide licensing) and legislation creating the Non-Home Rule Counties Licensing Act (county licensing). CEDIA has been assured the legislation will not move this session, and if it is re-introduced in the future, the sponsors have no objection to removing the work of electronic systems contractors from the requirements.

**Indiana** – In January, a statewide electrical licensing bill was introduced. The legislation would establish the Electrical Industry Licensing Board and establish licensing requirements for electrical contractors. Following the legislation’s introduction, CEDIA met with the bill sponsor and provided proposed exemption language and talking points. CEDIA was assured by the sponsor that an amendment would be offered to the legislation should the issue receive a committee hearing in 2010. The legislation did not receive a hearing during the 2009 legislative session. CEDIA will continue to monitor the issue.

**Iowa** – CEDIA continues to monitor the rulemaking and administrative process on the enacted statewide electrical licensing legislation, as well as meetings of the Iowa Electrical Examining Board. Legislation was passed in 2009 which created additional electrical licensing categories and modified existing provisions, but the Electrical Board continues to assure CEDIA that these additions will not impact electronic systems work.

**Missouri** – Legislation was once again introduced which would establish the Missouri Electrical Industry Licensing Board to regulate and license electrical contractors. CEDIA has received an exemption for electronic systems work from the electrical contractor licensing requirements. CEDIA continues to work with the legislation’s sponsor and other interested groups on this legislation.

**Oklahoma** – Legislation was introduced to create the Oklahoma Low-Voltage and Utilities Contractors Act. No language was introduced for the bill, but CEDIA has communicated interest in being involved should language be introduced. CEDIA will continue to monitor this issue.

**South Carolina** – CEDIA worked with staff from the South Carolina Residential Builders Commission on a request from a City of Charleston inspector for an interpretation of the electrician definition. If the inspector’s interpretation had been enacted, an electrical contractors’ license would have been required to install electronic systems.

CEDIA worked closely with the South Carolina Residential Builders Commission Board on the definition, and at the May board meeting, the commission unanimously adopted a motion that any electrical work above 50 volts must be performed by a licensed residential contractor, and for anything less than 50 volts a license would not be required. This requirement would be consistent with the Mechanical Contractor’s Board electrical requirement.

**Wisconsin** – CEDIA representatives continue to monitor the work of the Wisconsin Department of Commerce on the rulemaking and administrative process on statewide electrical licensing regulations. In April, CEDIA representatives attended a hearing in which interested parties could submit any concerns over the rule. No concerns were raised on the 100-volt exemption language CEDIA worked to obtain in the legislation.

## Government Affairs Outreach

### State Government Affairs Council Foundation’s Leaders’ Policy Conference

In November, CEDIA representatives attended the State Government Affairs Council Foundation’s 2008 Leaders’ Policy Conference (LPC) in California. LPC is an annual meeting of the states’ legislative leadership and state government-affairs professionals from America’s leading businesses, associations, and service providers. The conference focuses on pressing issues facing state legislatures due to the current economy and world events. The conference allowed CEDIA to meet with state legislative leaders on issues important to the residential electronic systems industry prior to the start of the state legislative sessions.

### NCSL Legislative Summit

CEDIA attended and exhibited at the National Conference of State Legislatures (NCSL) Legislative Summit in Philadelphia. Each summer, NCSL brings thousands of legislators and staff together for the largest and most substantive meeting of its kind in the nation. The NCSL Legislative Summit allows CEDIA to raise awareness about the association and meet with legislators and staff on issues directly related to the residential electronic systems industry.

### Digital Television Transition Coalition

On June 12, 2009 all of the nation’s full-power television stations completed their transition to an all-digital format. CEDIA participated as a member of the Digital Television (DTV) Transition Coalition. The DTV Transition Coalition was a diverse group of representatives from the federal government and the broadcast, cable, and consumer electronics industries as well as civil rights and grassroots organizations, community groups, and related associations. The Coalition’s mission was to educate consumers about the DTV transition to ensure that no consumer was left without broadcast television due to a lack of information.

### Stay Informed and Get Involved

For more information on CEDIA’s Government Affairs & Public Policy Program, visit [www.cedia.org/public\\_policy](http://www.cedia.org/public_policy).

To sign up for the CEDIA Grassroots Legislative Network, visit [www.cedia.org/public\\_policy/grassroots.php](http://www.cedia.org/public_policy/grassroots.php). The Grassroots Network is an essential component of CEDIA’s government affairs activities. Participants are the “eyes and ears” for proposed changes impacting CEDIA Members.

# Technology Council

## Technology Council

The CEDIA Technology Council was created to gather and distill valuable information about current and future trends in electronic systems industry technology. As a part of this mission, the Technology Council continues to offer tools to help ESCs remain competitive in this ever-changing industry.

CEDIA's Technology Council also seeks to develop standards and recommended practices within the industry through its participation in working standards bodies such as the InfoComm Projected Image Standards working group.

## CEA and CEDIA Launch New Committee on Residential Systems

In November 2008, the Consumer Electronics Association (CEA) and CEDIA announced the launch of a new committee, R10 Residential Systems. The new committee is tasked with establishing bulletins and standards for design and installation of custom and consumer residential electronic systems.

The R10 Residential Systems committee allows CEDIA and its members to collaborate with CEA on the development of a body of knowledge that represents the electronic systems industry. The committee currently has eight working groups working to develop standards or recommended practices. Topics include home theater recommended practices in several disciplines as well as system documentation.

## Technology Council Papers

The Technology Council has begun the process of writing a series of best practices and industry White Papers, the first two of which cover the topics of audio design for home theater and dimming screw-in compact fluorescent bulbs.

*CEA/CEDIA CEB-22: Home Theater Recommended Practices: Audio Design* outlines recommendations for the audio design of high-performance home theaters. This paper provides a baseline for the design and installation of residential spaces to be used for home theater or multi-channel music playback.

*White Paper: Dimming Screw-in Compact Fluorescent Lamps - Residential Applications* was written with the objective of educating the reader regarding the benefits, performance, correct use, and limitations of screw-in compact fluorescent lamps (sCFLs).

## Panel Discussions at EXPO 2009



CEDIA's Technology Council will host four all-new panel discussions at EXPO 2009, each designed to help attendees shed light on a current hot topic in the electronic systems industry.

The panel discussions, moderated by industry veteran Michael Heiss, will feature a combination of top-level industry executives and experienced electronic systems contractors.

*How to Make Money and a Difference in the Green Building Industry* will discuss the opportunities and threats associated with environmentally conscious projects. *3D: What You Must Know* will cover format issues and design considerations surrounding 3D technology. *The HDMI Hot Seat* will cover the features of HDMI, current issues, future options, and possible alternatives. The fourth discussion, tentatively titled *Watch This Space*, is reserved for an in-depth discussion on the one issue organizers were unable to predict in advance.

## CEDIA Crosspoint

The Technology Council has also continued to build on the CEDIA *Crosspoint* tool that was launched in 2008. *Crosspoint* is a networking website that features blogs, polls, member groups, and an audio/video library, all filled with content relevant to the residential electronic systems industry. Members are encouraged to use *Crosspoint* as a means of communication and networking, where issues can be debated and questions can be answered by industry peers.

In 2009, *Crosspoint* added a weekly email roundup of the best articles on the site to help members keep up-to-date on the topics being discussed.



# Marketing & Public Relations

## CEDIA Website Redesigned to Highlight Specific Business & Training Tools for Members

In April, CEDIA redesigned its website to be both appealing and user-friendly for a variety of audiences. The redesign has helped CEDIA continue to meet its goals of providing exceptional services to its members and communicating members' capabilities to potential clients.



The site's new interface features segmented content to target industry professionals, design and build professionals, homeowners, and media. The homepage features quick and easy access to the site's most essential features.

In addition to redesigning its primary site, CEDIA also launched a micro-site designed to celebrate the association's 20th anniversary. The micro-site features a photo gallery and a forum where members can share their thoughts on the milestone.

Website visits for the period from June 2008 – June 2009 increased by 67% over the period from June 2007 – June 2008.

## Social Media Marketing



In response to the increasing popularity of social media, CEDIA has taken steps to establish a presence on three key websites in 2008-2009. As of August 2009, CEDIA's Twitter account, @CEDIANameric, amassed more than 400 followers, and the association's page on Facebook had more than 200 fans. CEDIA can also be found on the professional networking site LinkedIn, where the association's group has more than 1,400 members.

## Media Familiarization Trip to Atlanta

In May, the Atlanta Convention & Visitors Bureau hosted a group of CEDIA's top media partners for a three-day introduction to the city that will host CEDIA EXPO 2009, 2010, and 2011. Three top editors joined members of CEDIA's Marketing & PR team for the Atlanta "Media Familiarization" trip.

Participants were greeted by a thriving downtown and midtown area filled with numerous options for dining, entertainment, and nightlife. The guests were also introduced to some of the top sights to see in Atlanta. The trip included a preview of the many conveniences and amenities offered by the Georgia World Congress Center (GWCC), home to CEDIA EXPO.

## Deskside Tours

In May, CEDIA CEO Utz Baldwin and Senior Director of Technology Dave Pedigo joined members of CEDIA's Marketing & PR team in visiting key personnel at several consumer media outlets. The two-day deskside tour introduced CEDIA to editors from national long-lead consumer publications based in Manhattan.

The interviews provided an opportunity to establish CEDIA as the premier residential electronic systems authority. The tour was part of CEDIA's ongoing efforts to build broad awareness of the association and its members among media who communicate directly to CEDIA Members' clients.

## Electronic Lifestyles® Magazine

In September 2008, CEDIA unveiled the first-ever fall edition of its *Electronic Lifestyles*® magazine. The "feature issue" of this exclusive CEDIA publication included in-depth articles on a series of eye-catching projects completed by CEDIA Members. In December, CEDIA distributed the annual Awards issue of the magazine, which featured the winners of the 2008 *Electronic Lifestyles*® Awards competition.

Both editions of the *Electronic Lifestyles*® magazine were distributed to CEDIA Members as well as architects, builders, and interior designers, and are available through the online CEDIA Marketplace. The magazine is designed to demonstrate the capabilities of CEDIA Members and serve as an idea book for working with clients.



## Key Media Placements

### Wall Street Journal – "This Old House, Better Than New"

"The Custom Electronic Design & Installation Association helps locate certified electronic design professionals in your region"

### BobVila.com – "Open Floor Plans: Is this Design Right for You?"

"If you're thinking of knocking down walls, keep this advice in mind, courtesy of the Custom Electronic Design & Installation Association (CEDIA)..."

### Hartford Courant – "Sound Investment"

"Consult a professional – start with the CEDIA (Custom Electronic Design & Installation Association) finder service"

### Associated Press (Syndicated) – "Home Theater Audio Can Make Movies Feel Real"

"The main goal 'is to feel like you're actually sucked into a movie,' said Dave Pedigo, senior director of technology at the Custom Electronic Design and Installation Association."

### About.com – "Consider a Systems Contractor for Multiroom or High-End Audio/Video Systems"

"The industry is promoted by CEDIA, the Custom Installation Design and Installation Association, an industry trade organization that provides training, certification and other resources for integrators, installers, architects and home builders."

# Membership Development

CEDIA's Membership team works year-round to promote membership development and retention. The Membership department negotiates and oversees member benefits, ensures that members remain aware of important information, and confirms that members' needs are being met.

For members' convenience, CEDIA maintains a Member Concierge service as a one-stop resource for all inquiries. The Member Concierge team maintains frequent contact with member companies to alert them of news, opportunities, deadlines, and more.



CUSTOM  
ELECTRONIC  
DESIGN &  
INSTALLATION  
ASSOCIATION

Member

## Membership Growth

As of December 31, 2008, CEDIA membership has seen a 6% increase from the previous year.

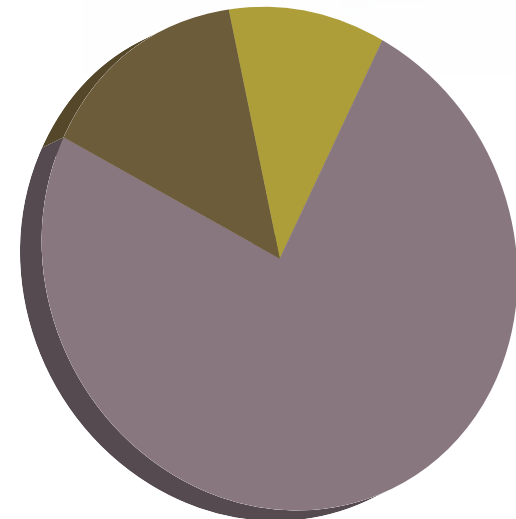
**Residential Electronic Systems Contractors: 2,783**

**Associate Members: 549**

**Manufacturers: 386**

**Total Membership: 3719**

Zone 2



# Financial Charts

The Custom Electronic Design & Installation Association, Inc. (CEDIA) was incorporated as a not-for-profit trade association in 1989 under the laws of the State of Illinois and operates in the State of Indiana as a foreign corporation.

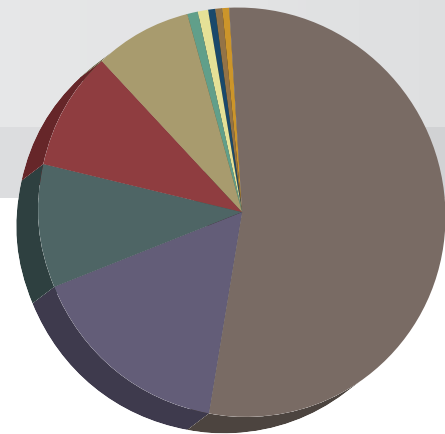
The scope of the Association's activities is to provide members with various services and programs to promote the custom electronics industry. Those activities include, but are not limited to, an annual membership meeting, trade show, and convention. CEDIA also provides educational services, seminars and certification programs, publications, public relations and marketing services.

Based on an audit performed by Clifton Gunderson LLP, an unqualified opinion was issued on the December 31, 2008 financial statements of CEDIA. The financial statements were found in accordance and conformity with accounting principles generally accepted in the United States of America. Any individual wishing to receive a copy of the audited financial statements may do so by contacting CEDIA's COO.

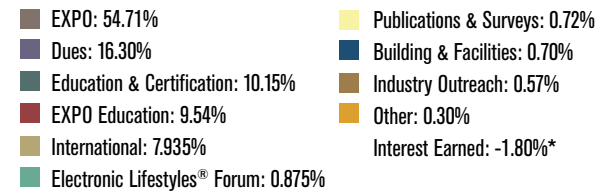
CEDIA has cash reserves in excess of \$2.3 million that are invested in secure, interest-bearing accounts. The reserves provide stability in the event of economic downturns.

The information graphically displayed at right, from January 1, 2008 to December 31, 2008, is indicative of the Association's strong financial position and continued professional stewardship of the Association's funds. The graphs do not serve as a balance sheet.

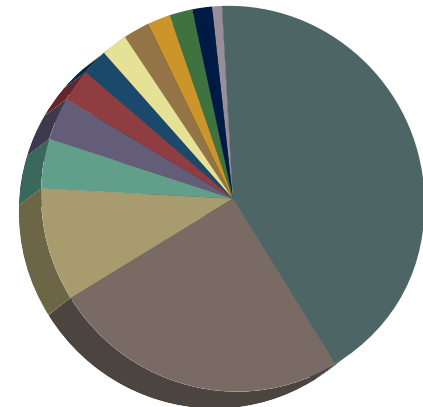
The Association's strong financial position is due to the consistent monitoring and analysis by the CEDIA Board of Directors and CEDIA professional staff. The CEDIA finance committee, which is chaired by the CEDIA treasurer, provides CEDIA professional staff with the oversight and direction necessary to maintain a high level of fiscal management through analysis and adherence to governed accounting procedures.



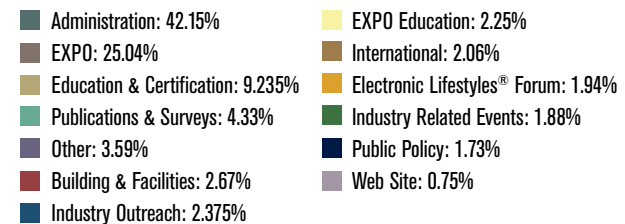
## Revenue



\*Not reflected in chart



## Expenses



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Electronic Lifestyles® Forum

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