



The SOUNDINGBOARD

NEWSLETTER OF ASSOCIATED SOUND

Vol 3, No. 2

News for our friends

Summer / Fall 2006



President's Message

by Grandpa Wally

Well, this summer we have had the opportunity to evaluate some of our operations and make a few changes. Yes, changes can sometimes be scary, frustrating and just a big pain, but if done correctly and for the right reasons can be very beneficial. We started in the early summer by cleaning the warehouse and low and behold found the room to bring our woodshop in-house. That means we can make our custom podiums, toastmasters and specialty racks quicker.

You will see that our Rental & Production Services Department has been re-structured. We have a new manager Josh Bender, and a new Rental Guide with more cool gear and systems.

Coming soon will be our new website that will have a completely new look and be filled with helpful information. I hope you will find it useful.

This past winter we participated at Max Miller's Clinic of Champions and had such good results that we signed on as a sponsor. I hope to see all of you that are involved in football at the Reno Hilton on February 23-24, 2007. Get the details and registration forms at: www.clinicofchampions.com.

Now for some fun. It is once again time for our Ultimate Club House contest. See the details in the next column and send in your entry. We are still working on the details.

Cheers,
Wally Clark

Coming in 2007

In Search of the Ultimate Club House[©] Sandwich Contest

Back in 1987 with the aid of columnist Gloria Glycer, restauranteer Bill Shanley and publicist Jim Hodges, we held a contest to find the Ultimate Club House Sandwich. The winner in 1988 was Eric Feil's Lucky Cafe on 21st Street. Times have changed, but the Club House Sandwich has grown in popularity and has taken on many styles that are far different from the traditional.

To celebrate the 20th anniversary of our first contest in 1987, we will again have the search for the Ultimate Club House Sandwich in 2007. Start searching for your favorite now. There will be awards for both the restaurant and the nominator.

Details and contest rules will be available this fall. Keep an eye out in your local media. It promises to be a unique and fun contest for all.

ASSOCIATED SOUND

Main Office & Showroom

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Business Hours:

Monday - Friday 8:30 am til 5:00 pm
Closed for lunch between 1:00 pm and 2:00 pm

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Contracting



Dave Veden

Manager
Technical Services Dept.

It's that time again!

Are you ready for the 2006 football season? Have you checked your PA System since last fall? September is too late. Many manufacturers are out-sourcing parts which is resulting in back-orders. Call me today, at 916/649-8040



to schedule a service call to repair your old system or to provide you with information and scheduling on the design and installation of a new system.

DAVE'S DEAL

SENNHEISER e825S Cardioid Dynamic Microphone



This is my favorite microphone for sports announcers or others who need a microphone with a switch... ..a switch for "real thumbs"!

Dave's Sale Price **\$69.00**
MSRP \$139.00 - Sale ends 10-15-2006

Media & AV

It's Sacramento...it's fall...it's an election year...that means Media Events (Press Conferences). We have a large selection of podiums, Pressboxes and PA systems ready for your event.



Our lineup of podiums runs from the very popular toastmasters to a double-wide standing desk. The choice is yours. Add a microphone, a portable sound system, a Pressbox and you are ready to go.

Need visuals for your event. We have a selection of LCD projectors and screens to match any venue. We are dealers for Eiki projectors and Da-Lite screens.



Pictured above is the new Deluxe Insta-Theater screen with a compact XGA projector on our 4 ft conference table. The inner photo shows the units ready to go to your next event. These are really cool, and easy to transport and use.

We have just about everything you need for you next Media Event and our installation department can handle your board and meeting room needs, too.

Call us to help you with your AV and Media needs.

Staff Highlights



Josh Bender

Rentals and
Production Services

Josh is our Rental & Production Department Manager and one of the newest member of our staff. He was born in Alexandria Virginia in 1972 and proudly describes himself as a "military brat". He grew up there and went to West Potomic High School and then on to the Shenandoah Music Conservatory and to Ohio University where he got a degree in Theater, live performance and sound design. One of his college highlights was getting the opportunity to perform a solo at the Kennedy Center during his school's holiday concert.. Josh is a vocalist and guitarist.

Josh moved to New York to start his career in audio and worked for One Dream Sound doing corporate events and theater sound. He got credit as the Associate Sound Designer for productions of *Big Bill and The Rivals* at Lincoln Center. He got the chance to be the designer for *I Am My Own Wife* which played on Broadway and is now on world tour currently playing in Sydney, Australia.

At the ripe old age of 34, Josh decided to settle down and be close to his family who lives in Roseville. We are pleased that he joined our firm and we are sure that you will enjoy working with him on your next rental or production.

Don't forget that Associated sound is your wireless microphone headquarters. We are franchised dealers for all of the major brands and our rental inventory typically has over 20 systems available for events and productions. Give Josh a call. He will be happy to put his experience to work for you on your next meeting, production, or event.

See our new website

www.associatedsound.com

What's New?

Digital vs. Analog The Roland Digital Snake



Now we are comparing the new Roland Digital Snake with our tried and true Proco hardwired analog snake. First the obvious, 40 ch, 200ft. analog snake and case; about 175lbs. Digital snake with cases and 200ft. cat5 cable; about 50lbs. In portable applications the digital snake can be handled by one person. For permanent installations it is easy to install and simple to expand. The old fears have been dispelled too. The new Roland digital snake sounds as good as the best hardwired snake, plus it is modular and reconfigurable. Call us for details.

MIPRO MA-101 Personal Wireless PA

A great sounding take anywhere system. It is lightweight, too. Up to 8 hours usage per charge. Auxillary input for CD or iPod This system is great for small meetings, tour groups, picnics, coaches, band directors and other outdoor uses. With the available wireless microphone the MA101 is priced at an affordable \$399.00. Call to order your's today. Need one on an occassional basis? Call our rental department to reserve a MA-101 for your next activity.



Project Spotlight



Brad Clark

V.P. Operations
System Designer

It is fun when you get in on the ground floor of a project and have the opportunity to work with the owner, architect and interior designers to provide a contemporary solution for the audio and video systems. When that happens you are able to make a significant contribution to the overall ambiance... the feel of the place.



Original Pete's Pizza

I-5 at Elk Grove Blvd., Elk Grove, CA

Original Pete's Pizza located on Elk Grove Blvd just off of I-5 is one such restaurant. Rod and Karla Geach opened it on March 18, 2005 to fill a need in the fast growing community of Elk Grove..

A Little Humor...ha...ha...ha

A woman came home, screeching her car into the driveway and ran into the house. She slammed the door and shouted at the top of her lungs, "Honey, pack your bags! I won the lottery!"

The husband said, "Oh my God! What should I pack, beach stuff or mountain stuff?"

"Doesn't matter," she said. "Just get the out."



The Black Horse Pub & Grill

I-5 at Elk Grove Blvd., Elk Grove, CA

About 18 months later they opened The Black Horse Pub & Grill which is about a block away from OP's. We worked with the client and their interior designer to fulfill the video and audio system needs in keeping with the decor and desired feel. Both systems use Bose Panaray Professional Series loudspeakers with subwoofers and satellite cubes and Panasonic Pro plasma screens.

We are pleased to help Rod and Karla achieve their dreams. If you are in the area stop by either of these fine new restaurants and enjoy the food, beverages and atmosphere.

My favorites include: The Breakfast Panini at the Black Horse with scrambled eggs, sausage, cheddar with herb mayo on a Ciabatta roll. For lunch it is the Turkey Bacon Panini.

At OP's the menu is huge and pizzas are legendary

Enjoy, Brad

Coming in our next issue:

Modern church system design.

A primer on Bose Modeler and Auditorioner.
by Anthony Brown

A look at business music systems...

...to create a pleasant customer friendly atmosphere.
The new Raley's, Bel Air, Nob Hill store designs.
by Dave Veden