



The SOUNDINGBOARD NEWSLETTER OF ASSOCIATED SOUND

Vol 3, No. 2

News For Our Friends

Winter / Spring 2007



President's Message

by Grandpa Wally

"And away we go"... in the words of the great Jackie Gleason we are off and running in 2007. It looks to be a very busy and fun year. Our business in sound for sports venues and schools continues to evolve with new equipment and changes in how the systems are used. No longer is the school football field or gym just used for weekly games. Now they are community venues with youth sports being played on most weekends. We will be at **Max Miller's Clinic of Champions** in Reno, **February 23rd and 24th**. We look forward to talking to Coaches and Athletic Directors about their sound and AV system needs, in particular about how to deal with stadium sound intrusion into the surrounding neighborhoods.

Other major segments of our business are experiencing similar growth and change, also. The Rental Department has had a major reworking in terms of product and services that are available. Call Josh for information or go online and download our 2007 Rental Guide. The sales department is growing, too. We have inside and outside sales personnel available to assist you with the design, selection and purchase of a new portable or installed audio or AV system. The choices of equipment are fabulous and ever changing.

2007 marks our 38th year as a family business. It is our pleasure to continue serving the audio and AV needs of clients in Northern California. We are proud of the great group of people that comprise our staff, and of you our loyal customers and friends.

Cheers,
Wally Clark



Presented by

ASSOCIATED SOUND

Sponsored by

BOSE PROFESSIONAL SYSTEMS DIV.

and

SHURE INC.

Our famous contest is back after 20 years. We are still looking for the best clubhouse sandwich, but this time we have expanded the contest and have acquired the services of Sally Rice of Eres Rice Communications to handle the public relations and Lew Wentworth as the event manager. To date we have over 40 restaurants that have been nominated. The preliminary judging has started and the final challenge will be held on April 10th with a select panel of judges including Molly Watson of Sunset Magazine.

contd. page

contd. from page 1.

The nominating period is almost closed and we have 40 restaurants in the competition. We invite you to dine out and enjoy a traditional clubhouse or non-traditional club sandwich at any of the nominated restaurants and vote for the Peoples Choice Award.

4th Street Grill, 400 L Street, Sacramento
Awful Annies, 150 Sacramento St., Auburn
Cafe Bernardo, 15th and R St., Sacramento
Cafe Bernardo, 2726 Capitol Ave, Sacramento
B.J.'s Brewhouse, E. Roseville Parkway, Roseville
Brew It Up, 14th and H St., Sacramento
Bud's Buffet, 1016 10th St., Sacramento
Buggy Whip, 2737 Fulton Ave., Sacramento
Chanterelle, 13th and H Street, Sacramento
Chargin's Bar & Grill, 4900 J St., Sacramento
Claim Jumper, 250 Harding Blvd., Roseville
Coach's Sports Bar, 5681 Lonetree Blvd., Rocklin
Country Gables Cafe, 699C Washington, Roseville
Cricket Country Kitchen, 4745 Auburn Blvd. Sac.
Dawson's, Hyatt Regency, 12th & L St., Sac.
Esquire Grill, 13th & K Street, Sacramento
Jamie's Broadway Grill, 427 Broadway, Sac.
Karen's Bakery Cafe, 705 Gold Lake Dr., Folsom
Leatherby's Creamery, 2333 Arden Way, Sac.
Morgan's, Sheraton Grand, 13th & J Street, Sac.
Pachanga, Sutter Street, Folsom
Paragary's Bar & Oven, 1401 28th St., Sacramento
Rivers Edge Cafe, Watt & La Riveria, Sacramento
Sam's Kosher Style Rest., 8121 Greenback Ln., FO
TGI Friday's, Howe & Hurley, Sacramento
The Zebra Club, 19th & P Street, Sacramento
Uptown Cafe, 1121 Del Paso Blvd. North Sac.
William Glen, Town & Country, Sacramento
Woody's Restaurant, 2316 Watt Ave., Sacramento
Aviator's, 6151 Freeport Blvd., Sacramento
Honey Baked Ham, 5300 Sunrise Blvd., Fair Oaks
Pot Belly Deli, 1225 8th St., Sacramento
Spicy Pickle, 1401 O Street, Sacramento
Sunflower Drive-In, 10344 Fair Oaks Bl., Fair Oaks
Tony's Deli, 12th & J Street, Sacramento
Burr's Fountain, 4900 Folsom Blvd., Sacramento
McDonalds, I-80 and Northgate, Sacramento
KRU, 2516 J Stret, Sacramento

A special thanks to our Sponsors:

Bose Professional Systems Division

Design | Performance | Support



School System

For years we have been outfitting schools with semi-custom sound system packages. This is the latest version that is intended to handle the sound and AV playback needs of elementary, middle and small high schools. The system is housed in a carpet covered rack with 4" heavy-duty casters. The top, back and front covers have twist-lok catches.

The rack includes:

Yamaha MG 12/2
top-mounted mixer

Rack Power Strip

CD/Cassette Deck

Shure PGX Wireless
Mic Receivers (1 to 4)

Shure DFR Digital
Feedback Reducer

QSC Power Amp

Accessory drawer



The package is completed with a selection of loudspeakers and amplifier sized to fit your needs.

If a permanently installed system is preferred a steel wall-mount rack with locking doors replaces the portable cabinet..

Call for details and to let us help you select the right system for your school.

ASSOCIATED SOUND

Main Office & Showroom

1417 Del Paso Boulevard
Sacramento, California 95815

Business Hours:

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

Phone 916/649-8040 or 800/492-6800

FAX 916/649-0243

www.associatedsound.com

Ambiance

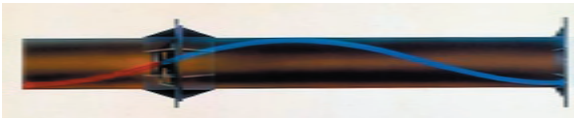
Bose Professional Systems Division

Design | Performance | Support

Architectural solutions for quality sound



Restaurants, Retail, Offices



Hotels, Convention Centers



Health Clubs



Media Rooms, Classrooms



Bose Pro may be the solution!

New Wireless



UHF-R

Wireless on a new scale

Offering you...

...more productivity,
...more reliability and



UHF-R helps you master the complexities of large-scale wireless installations. UHF-R takes wireless to a completely new level.

What Does this mean for me?

Let's see - Do you need your wireless microphone to be rock solid reliable every use? Are you in an area where you have trouble now? Does your sound system travel from city to city? Do you need to have more than 8 systems working every week?

The UHF-R series will provide unparalleled control for complex installations through the use of Shure's Wireless Workbench software. You will achieve superior RF performance and reliability. And, you will hear crystal-clear audio that sounds more like wired. If you demand the best the Shure UHF-R series may be right for you.



We have a UHF-R system in our rental inventory. Rent it for a day or for a weekend and apply a portion of the rental fees toward purchase. Call for details or to make a reservation.

Contracting



Dave Veden

Manager
Technical Services Dept.

Be Prepared; Procrastination Hurts

One of my jobs at Associated Sound is field service. If Associated Sound installed a system in your church or school and you have a problem, I will get the phone call or message and I or my assistant will be at your facility. We get calls all the time from folks who have known about a problem for weeks or months and now that they need the problem fixed for today's event, "could we come today and repair it?" While we try to always accommodate, we cover a large territory and can't always get there in time. So please, look around. Is everything working? The mic jack you only use at Easter but has been broken since last Easter probably needs some help. The bad cables you found during the school's spring musical last year and haven't replaced are still bad and waiting for you to try to reuse them during this year's spring musical. If I sound a little preachy, please understand that I get many calls a week that are exactly just like that.

One note about the little things like cables and connectors: The most sophisticated system in the world still depends on little things to make it go. If they are broken, the system tends to not work very well. Oh, and by the way, spares are a good thing to have about. They save much wailing and gnashing of teeth.

One other frequent call I receive is from someone new at a facility who suddenly realizes that they have an event to do tomorrow and they really don't know how the system works. Yes, we do training. Obviously, it is easier to do this when everyone is not panicking about the upcoming event.

In any event, please don't hesitate to call. We are your friends in the audio business and we want your event to be a success. It's just easier when you

New Gear

QSC™ HPR122i

The HPR122i is the only powered speaker with legendary QSC power and reliability. Use for Main PA or as a Stage Monitor. Place it on the stage, mount it on a pole or hang it from a truss. This 2-way system is bi-amplified with 400 watts going to a 12" woofer and 100 watts to a 1.4" hi freq driver. The enclosure is made of birch ply, with a 16 ga. steel grill and large comfortable handles. The HPR122i is a true professional powered speaker. Come in take a listen and place your order today.



STAGEPAS 300 & 500 Systems

Yamaha has two portable systems that offer a lot of versatility. Each of the systems have a powered mixer that is housed in the back of one of the speakers or can be removed for table top operation.

The stage-Pas 300 has a 300 watt powered mixer with 4 mic inputs and 2 stereo line inputs, while the 500 has a 500 watt powered mixer with 4 mic inputs and 3 stereo line inputs. The 300 uses 8" 2-way speakers and the 500 has 10" 2-way enclosures.

The systems work very well for small meetings, multi-media presentations, press events and small musical groups.

The Stagepas systems are easy to carry, easy to setup, easy on the budget and they sound good, too!

**These systems will be at the
Clinic of Champions Feb 23 & 24th**