



Phoenix, AZ Venue Report #13



Phoenix greeted us with a very warm welcome – 105 degrees F (40.55 C) to be exact. But, who's to complaining – we were inside and an air conditioned building. We were hosted by a local “systems house” – Audio, Video and Recording (AVR). They've been our hosted for all seven years of the Taste of NAB Road Show here in Phoenix and we were asked to come back this next year (2009) as well by the owner.

The group was not quite as large as I've been spoiled with to date with only twenty-five in attendance, but it sure was good to see some very familiar faces, not to mention meeting some new folks as well. I don't believe anyone departed without taking CDs from all of our sponsors and I've notified some of you that we need more – we're running out. Interest throughout the presentation was quite high.

There was particular interest express in the JK Audio Bluetooth devices as well as the JVC camera and the Trilithic EAS system. We had several audience questions on all three of those technologies. As soon as we can get working models of the equipment we've been furnished that are dummies, it would be good to be able to actually demonstrate them.

We had two sponsor's representatives with us here in Phoenix – Rene Savalle of Tiernan and Lon Neumann from Enders and Associates who represented several of our sponsors. Although both gentlemen were present, I did all of the presentations with a bit of help from both gentlemen. It was to check out my presentation of their technology to ensure I was saying all the right things. Things really went well and we actually finished in a reasonable amount of time.

I'm still trying to edit the presentation as it is still a bit long, without compromising the key points of the technology. If you have any of your reps joining me, please ask them to allow for some time to go over the material and help me really beef it up and get rid of the marketing fluff.

Before saying good night, I just want to mention my appreciation for the work Ken Sell of SBE Chapter 9 did for us in putting this event together and to the folks at AVR for providing the location. While I'm at it, I'd also like to thank Joe Pietrzyk for remaining after the presentation to help us pack up our things so we could get going at a reasonable time. You can see their contact information on the spread sheet.

No new e-mail comments have been received since our last venue report.

**END**