

Commercial INTEGRATOR

Integrators Say the Darndest Things: 10 Awesome Examples



May. 12, 2011 — by [Tom LeBlanc](#)

There are a lot of dynamic, smart business people working in the commercial electronics integration industry. And as *Commercial Integrator* editors see on a daily basis, when you ask these folks questions, they sometimes have mind-blowing responses.

Let's revisit some of the more quotable quotes by integrators and industry folks from recent *CI* reports:

AVI-SPL's John Zettel on [telepresence integration](#) ...

"I see a race happening between niche video players and traditional pro A/V players as to who can capture that market; the advantage we have over the competition is that we touch more meeting rooms than anybody in the country."

RTZ Audio Visual Associates' David Eltzroth on [unique house of worship \(HOW\) clients](#) ...

"[It] can be somewhat trying at times and rewarding at other times. Most every church that I have dealt with would like you to be a member of their type of religion—Baptist, Presbyterian or whatever. If you are not a member of their faith, you must at least be a Christian or whatever they are."

ANC Sports Enterprises' Jerry Cifarelli on the pressures of [competing with far bigger companies](#) ...

"We had customers telling us they wanted to do this and that. We were the new guys who were going to make it happen, but there was a lot of pain along the way."

TLC Engineering's James Landis on [bidding against trunkslammers](#) ...

"Usually the facts come out during the interview process and the clients get to see how knowledgeable the bidders really are."

NSCA's Chuck Wilson on why CIs should [get better at job-costing](#) ...

"There is simply no margin of error anywhere in the estimate anymore, and what it takes to make up a loss of, say, \$1,000 in overruns on one job will be exponentially higher on the next."

Signet Electronic Systems' Bradford Caron on how and why the company [ramped up its IT expertise](#) ...

"We learned the hard way. We got a few black eyes, but we learned that we have to have this information well before we even set foot on a job site."

Verrex's Todd Hutchins on [building information management's effect](#) on integration ...

"It's changing our industry, that's for sure. We've been talking about the integration of A/V and IT for years, and that's just now hitting home as a result of a couple of big news events. I see the same thing happening in our industry with BIM."

Cisco's Janice Litvinoff on what she sees as the [dawn of a new digital signage era](#) ...

"At first, customers didn't really know what to do with their [digital] signs. It's like when TV started and they just put a camera in front of radio broadcasts. People are now realizing that signage allows them to do so much more with an audience that's very different — they're transient, they may see a message for two minutes while waiting in line or two seconds while walking by."

Design and Integration's Bob Griffin on [misconceptions about the HOW market](#) ...

"For every multimillion dollar mega-church there are hundreds of struggling faith communities who just don't have significant resources to invest in current technologies."

Orange ProAV's Mark Coxon on CIs' [relationships with clients' IT directors](#) ...

"There are some intricacies involved in working with an IT point person and, if navigated properly, they can be great allies. If handled incorrectly they can make IT your worst enemy to actually getting the job. IT people are territorial in my experience. They are protective of their network, have definite opinions on technology and can see A/V integrators as someone trying to do their job."