

2021

YEAR IN REVIEW



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TABLE OF CONTENTS

- A Note From USAV4
- A Note From Jay Kowalsky..... 6
- PSA Strategic Plan 9
- USAV By The Numbers.....10
- USAV In The Trades..... 11
- ConsortioTec Recap 12
- TSI Hub Recap 12
- Special Interest Groups (SIG) Recap 15
- Upcoming Events 16
- Find Us On Social Media 17

USAV TEAM

Patrick Whipkey, Vice President of USAV
Cheryl Walton, Director of Business Development, USAV
Chris Salazar-Mangrum, Vice President of Technology Partners
Brittany Board, Sr. Channel Marketing Manager
Taylor Lampar, Marketing Coordinator

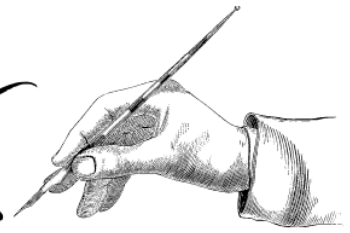
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Jay Kowalsky, PMP, CTS-I, Red Thread DAC Chairman
Brent Berger, Bridges System Integration PSA Board Of Directors
Dirk Propfe, ET Group
Jim Scheer, Color Art Technology
Debbie Williamson, Tempest Technologies, LLC
Dennis Schliske, VICom
Travis Deatherage, LINX Multimedia Past DAC Chairman

PSA EXECUTIVE TEAM

Matt Barnette, CEO
Allen Riggs, CFO
Ric McCullough, President
Candice Aragon, Vice President of Marketing & Events
Anthony Berticelli, Vice President of Operations
Tim Brooks, Vice President of Sales
Carol Philp, Vice President of Accounting & Finance
Chris Salazar-Mangrum, Vice President of Technology Partners
Patrick Whipkey, Vice President of USAV
Jennifer Anderson, Director of Events
Diana Hanna, National Sales Director
Cheryl Walton, Director of Business Development, USAV

A Note From USAV...



PATRICK WHIPKEY
VICE PRESIDENT OF
USAV

The year of 2021 started with a lot of promise. The COVID-19 vaccine was starting to be rolled out which gave hope to those wanting to return to the office, stores, concerts and events. We began January like we do every year, collaborating with our technology partners to create new USAV programs. There were many questions surrounding projects, in-person events and overall strength of the economy.

February arrived and we typically would be heading to events like

ISE and NSCA's BLC. This was when we learned that ISE pushed its date to June to allow people to receive the vaccine and to give time for the virus to calm down. NSCA flipped the switch and went all virtual for its meeting. We began to really miss the in-person events.

In March, USAV hosted our hybrid Spring Partners Meeting live from the downtown Denver, CO Team LINX studio, in partnership with OfficeScapes. We hosted around twenty people in-person and the rest of the attendees were virtual. Gerry O'Brien presented the opening keynote and walked us through some brand strategy exercises to address how our members differentiate themselves from the competition and what makes them unique. We closed the meeting with a keynote from John "Gucci" Foley, a former US Navy Blue Angel pilot. He talked about team leadership and the ability to adjust on the fly. 2021 was all about adjusting and adapting to what the world was throwing at us.

In April, USAV began to roll out our monthly video and podcast series USAV Bandwidth where we highlight and interview industry news makers. The series is sponsored by Shure and produced by StudioPod. It's available on our website as well as on Apple Podcasts and Spotify.

May kicked off some very exciting momentum at PSA and USAV. PSA hosted the "first" in-person industry event, PSA TEC. It was great to be networking with familiar faces. June was a transition period for the executive team at PSA/USAV. Matt Barnette officially took the reigns from Bill Bozeman as CEO and one of his first changes was to align the executive team. Chris Salazar-Mangrum began managing the technology partners on both the USAV and the PSA side. I was moved into the vice president role at USAV overseeing the division and the director of business development for USAV role was created.

July we focused on building out a five-year strategic plan

for both USAV and PSA. It was a lot of hard work by the executive team that will position the company in a good spot for the future. That plan fed nicely into our annual Dealer Advisory Council and Preferred Manufacturer Partners Council strategy meeting in August. This year we met in downtown Denver and were again hosted at the Team LINX Studio. It was a long 20 hours of new ideas and brand recognition, but we were able to have a little fun at the Colorado Rockies baseball game.

In September we welcomed our newest addition, Cheryl Walton, to the USAV team as director of business development. She took on the role of overseeing the relationships with all USAV integrators. She is tasked with helping existing members maximize their spend on-program in order to generate more rebates for the entire network and looking to add new members.

October was a busy month as in-person events really came back to life; with golf outings, football games and even InfoComm in Orlando, we were running around like crazy. The highlight was being able to give back to the community and donate meals to the two Ronald McDonald houses in Orlando.

Wrapping up the year of events in November, we hosted our all virtual USAV Fall Integrators Meeting. It was great to see so many familiar faces along with a bunch of new ones. We kicked things off by getting to know some of the newer members. We then had some great breakout sessions to discuss various industry trends. Next, we had a few presentations on some really nice projects and then a few that didn't go so well. This was a great information sharing session and showed the value of our partner network. We closed things out with a presentation from a lawyer who discussed all of the legality when it comes to COVID-19. The bottom line is there is still a lot of "grey" but the key, as always, is to DOCUMENT!

It's been quite a roller coaster year for all of us here at USAV, but in the end it's the relationships that determine the results. We are truly grateful for all the partnerships that we have developed, and we look forward to deepening those relationships and fostering new ones. 2022 will be another epic year and we are looking forward to spending more in-person time with all of you! For now stay safe and healthy! Enjoy the holidays with family and loved ones and we will see you in 2022. Cheers!

Patrick Whipkey

Vice President of USAV



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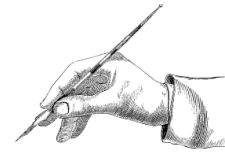
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A Note From Jay...



JAY KOWALSKY
RED THREAD
USAV DAC CHAIRMAN

"It is in the turmoil of chaos that we discover what, if anything, we are."- Orson Scott Card. As if 2020 didn't provide enough challenges for the technology community, 2021 arrived with promise and is exiting with uncertainty. Just as organizations began to embrace the theory of hybrid work and the lock down mandates began to ease, new challenges began to emerge. The impacts of the pandemic and economic shutdowns of 2020 had finally made its way to the supply chain. Manufacturing was interrupted due to virus concerns and shipping nearly halted as ports struggle with labor and space constraints. The supply chain weakened considerably while demand had increased. Organizations posted record sales while simultaneously carrying record backlogs into 2022.

The good news is that there is still considerable momentum in our industry. People are embracing technology more than ever as they seek to continue to be connected to the workplace. Hybrid environments are here to stay as employees want to not only improve their experience through technology but improve their own well-being. Because of this, organizations have learned the value of trust. Trust is a highly prized commodity in the workplace and is directly related to the attraction and retention of talent. If you are reading this, your own resiliency and flexibility derived over the last two years of chaos has contributed to this success. Be proud of your accomplishment and be proud of what you are.

The USAV and PSA network has done a fantastic job bringing integrators, manufacturers and distributors together. They've created a culture of trust and openness that you may not get outside of the program. And it is not just USAV, the PSA contributions have been equally as influential as they continue to merge the experiences. I'm genuinely looking forward to seeing what else the USAV/PSA team will bring their partners this upcoming year!

Jay Kowalsky

USAV DAC Chairman

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PSA Network Strategic Plan

The PSA executive team participated in an extensive strategic plan exercise in the fall of 2021. The outcome of that exercise provided the framework of an updated Mission and Vision for the company as well as a set of corporate core values for the PSA and USAV employees.

MISSION

The PSA Network elevates the industries we serve by providing owners and members exceptional education, networking, services and connections with technology partners.

VISION

Be the rising tide.

PSA CORPORATE CORE VALUES

Passion

We are passionate about our work and have fun doing it!

Integrity

We are honest and trustworthy.

Boldness

We are forward thinking and innovative. We aren't afraid to take risks or have a different opinion.

Service

We live and breathe exceptional customer service.



USAV BY THE NUMBERS

20 NEW INTEGRATORS

8 NEW COUNTRIES

2 NEW TECHNOLOGY PARTNERS

11 USAV TOWNHALLS HOSTED

12 IN-PERSON EVENTS ATTENDED

20 ARTICLES PUBLISHED

215+ EMAILS SENT

800+ SOCIAL MEDIA POSTS PUBLISHED

250 FOLLOWERS GAINED



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USAVGROUP.NET/USAVBANDWIDTH

USAV BANDWIDTH

Hosted by:

Chris Salazar-Mangrum

Vice President of Technology Partners

Patrick Whipkey

Vice President of USAV



USAV in the Trades

[“3 Tips to Up Your Videoconferencing Game”](#) from *CEPro*

[“5 Ways AV Business Leaders Can Help Employees Overcome COVID-19 Challenges”](#) from *CEPro*

[“Daily Download: Quite the Pretty Penny”](#) from *AVNation Podcast*

[“Diversification of Disciplines Among Convergence”](#) from *AVNation*

[“Hiring Integrators in a Hybrid World”](#) from *CEPro*

[“Integrators Should be Re-Thinking These Key Areas of Business Operations”](#) from *CEPro*

[“Integrators Would Be Wise to Remember the Two Wolves Parable”](#) from *CEPro*

[“Mersive Joins USAV Sponsorship Program”](#) from *Rave PUBS*

[“New Research Explores Commonalities Among Successful Service Integrators”](#) from *PSA/NSCA*

[“PSA and USAV announce partnership with TSI APAC Hub”](#) from *Security Info Watch*

[“PSA announces leadership changes for PSA Security and USAV”](#) from *Security Info Watch*

[“The Good, Bad, and Tradeoffs of Outsourcing for AV Installers”](#) from *CEPro*

[“The Strengths of Being Both a Commercial & Residential AV Integrator”](#) from *CEPro*

[“USAV Expands International Partner Program with 9 New Additional Partners”](#) from *Rave PUBS*

[“USAV Partners with Jabra for Global Brand Expansion”](#) from *Rave PUBS*

[“USAV Pivots to Ronald McDonald House Charities”](#) from *Commercial Integrator*

[“USAV Welcomes Cheryl Walton as Director of Business Development”](#) from *Rave PUBS*

[“USIS AudioVisual to Join USAV Group Integrator Membership”](#) from *Rave PUBS*

[“We’re Legit”](#) from *AVNation Podcast*

[“Why You Need to Support the Next Generation of Leadership Now More Than Ever”](#) from *CEPro*

[“Why You Should Offer Managed Services for Client Retention”](#) from *Commercial Integrator*



USAV's International Partner Program (IPP) creates a stronger business networking opportunity for all members across the globe in delivering collaboration solutions. Members can join forces to expand any service areas outside of their geographical operational capabilities enabling them to compete with large system integrators that have a larger sales, installation and service footprint.

As an IPP integrator, integrators become part of an exclusive group of elite technology solutions providers. USAV Network Integrators gain access to valuable collaboration opportunities and experience continuous growth in business solutions, geographic footprint and partnership opportunities.

40 COUNTRIES WITH 100 INTEGRATORS IN OVER 300 OFFICE LOCATIONS

ConsorcioTec



The Integrator Buyers Consortium for Latin America

2021 saw ConsorcioTec™ celebrate its first year of existence for Latin America.

As we close 2021, we are pleased to report that we have managed a full four quarters of rebates with a growing awareness of the value we offer both to our integrator members and our manufacturing partners throughout the region.

With over 70 A/V and security integrator affiliates and over 30 brand partners, we are planning our different

initiatives for the 2022, including ConsorcioTec™ pavilions at leading exhibitions in Mexico and Colombia, plus the opportunity to meet in Miami with integrators belonging to IPP, the worldwide network of PSA, TSI APAC and USAV integrators.

In addition to the earned rebates from our manufacturers, the ability to enter into and execute international security & AV projects with our IPP partners has been especially gratifying. In the past year, ConsorcioTec™ has been a conduit for over a dozen different integration jobs from Colombia, Mexico, Perú and Puerto Rico.

Undoubtedly, 2022 will bring even more benefits to our Latin American network.

Max Jarawillo

Chief Integrator Advocate



In August, TSI APAC-MEA Hub signed a partnership with PSA and USAV to expand, access and engage the systems integrators and technology partners in Asia Pacific, the Middle-East and Africa. Our target was to connect integrators who provide solutions and services in various verticals such as cinema, corporate, education, energy and utilities, government, healthcare, hospitality, retail, transportation and large venues. TSI fosters networking and collaboration opportunities between USAV integrators and other IPP members while supporting PSA and USAV participation at relevant Asia Pacific, Middle East and Africa regional trade events.

TSI appreciates PSA and USAV for its forward thinking approach and commitment to grow internationally and supporting the connection of systems integrators and technology partners across the globe as we are seeing globalization occur rapidly.

As part of these great organizations, TSI will carry out the mission of PSA and USAV's international expansion plan initiative in Asia Pacific, the Middle East and Africa. This is timely at an intersection where global economy is slowly reopening and the current pandemic restrictions are beginning to ease. TSI believes that the power of technology, no matter how it evolves or changes, has the ultimate aim to "educate, mentor and share" how people communicate and experience the world.

I would like to say a big thank you to Chris and Patrick for embarking on this effort to join TSI in efforts to increase the global presence of PSA and USAV.

Audy Tau, CTS

Director

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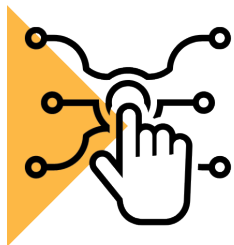
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USAV Special Interest Groups

The Special Interest Groups (SIGs) are partnerships among USAV's highly accomplished dealers and technology partners. They share knowledge, foster collaboration, develop resources and establish industry best practices for navigating the competitive marketplace. Information gathered from the SIGs helps PSA and USAV management, dealers and partners increase their revenue, client base, the value of products and services and recognition as industry leaders offering the most advanced technologies. The SIGs present real business deliverables to the PSA and USAV network via online content, round table discussions, educational forums and other appropriate educational venues



Emerging Technology

The emerging technology group is an evolution of the AV As-A-Service group. We wanted to broaden the scope of the group and focus on newer technologies. This is one of our newer special interest groups that took some time to gain momentum.

Now with almost 10 members made up of manufacturers, distributors and integrators, the group is quite strong. Conversations have been around POE+, cybersecurity standards with network switches, USB-C and everything in between. Since the group is so diverse, the discussion is exciting to listen to and interact with. Teams vs. Zoom, or maybe its bring your own meeting, they are all great discussions with no right or wrong answer. It's great to come together to discuss various technologies and walk away with some great knowledge and opinions that you might not have thought about.

Matt Czyzewski, AtlasIED
Brian Gaudreault, ET Group
Todd Hill, Stagefront
Jay Kowalsky, Red Thread
Ashish Maru, Red Thread
Chase McCloud, IES
Josh MacFarlane, LightWerks

Daniel McKenzie, IMS
Mark Morrison, Bridges SI
Stephen Roberts, Redwire
David Smentek, Armored Things
Jeffrey Wolf, Herman ProAV
Rob Ziv, Almo Professional A/V



International

Two years ago USAV began to dip its toe into international waters. There was a demand to build out an International Partner network from some of the integrators within the USAV network. Now we have 14 international partners with over 300 locations worldwide,

2 licensing agreements with sister organizations and an ever-growing international presence. We decided we needed an international special interest group to really understand what is going on outside the US. We meet monthly and discuss best practices for partnering internationally. We discuss group standards and the shifting markets. We also discuss future events and possible USAV presence at international shows. The group is a great place to meet some international integrators and really understand what is happening in the integration world outside of the US.

Max Jaramillo, ConsorcioTec
Luis Schillings, Rahi
Andy Tan, TSI Hub (APAC-MEA)



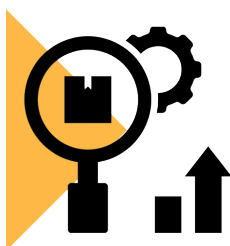
Operations

The Operations SIG caught on like wildfire and the energy remains on fire. Everything from fleet management, testing tools and tech utilization are just a few of the topics covered by our operations special interest group. Over 10 members

strong, this lively bunch meets once a month to discuss various topics that are relevant to operations. It is great to hear so many different opinions on one topic and then very similar opinions on another topic. This diverse group is not shy to share thoughts but are also open to new ideas and ways of thinking.

Cory Allen, Almo Professional A/V
Tim Barrett, Trinity Dynamics
Brittney Bemb, Bluewater
Dale Blackburn, IES
Ken Colson, SCI Electronics
Ed Easley, IMS
Bill Graham, PCD
Jim Helman, Color Art

Bill Hinkle, Bridges SI
Sean Jensen, LightWerks
Mike McConnell, Bridges SI
George Meglio, CTI Technology
Will Odom, Redwire
Dawna Payne, Texadia Systems
Chris Wheeldon, ET Group



Procurement

The purchasing folks are a fun bunch, especially in the times of supply chain issues. This group has had its challenges this year but getting together once a month to compare notes and discuss what everyone is experiencing in the market has made

a big impact. Everything from manufacturer-specific issues to just different ways of finding product are some of the topics covered. We even had discussions around old inventory and what to do with outdated gear sitting on the shelves. The information share has been awesome and sometimes misery loves company.

Brian Baril, Red Thread
Matt Bregartner, UTI
Bob Byrd, Bluewater
Danielle Byrne, IMS
Ken Colson, SCI
Melissa Dancer, LightWerks
Kelly Dettlinger, Trinity Dynamics
Scott Kent, Northland Controls
Jeanne Lackey, Texadia
Maggie LaJoie, New Era
Daniel McKenzie, IMS

Keith Michaels, National Security Works
Luz Rodriguez, Texadia
Jim Schillinger, Redwire
Lisa White, Stage Front
Kim Wilson, SCI
Bill Woodard, Almo Professional A/V
Kimberly Zurinski, Bridges SI

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Marketing Masterminds at BLC
February, 22, 2022 | Irving, TX

Elite Retreat
March 25-27, 2022 | Sonoma, CO
Invite Only

Spring Partners Meeting
May 3-5, 2022 | Chicago, IL
ISG Members and Technology Partners Only

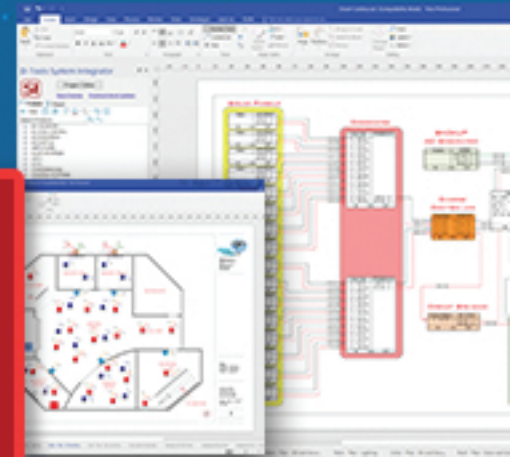
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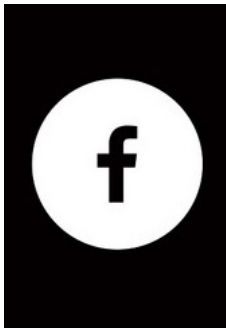
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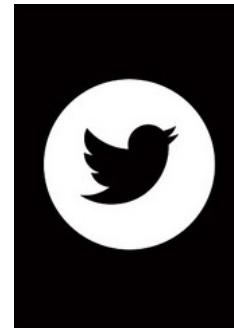
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