

2023

ANNUAL REVIEW



edge
Unparalleled Partnerships



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Michael Boettcher, Edge President

LETTER FROM THE PRESIDENT

Thank you for a strong year. I am constantly reminded that the power of Edge is in partnerships and collaboration. Coming together at events throughout the year and supporting each other is where the Edge magic happens. This year seemed to fly by, maybe because the years prior felt like slow motion. Many of us spent the year paddling upstream fighting different market challenges, including the big one, the supply chain. As that tide shifted, it moved down stream at a pretty good clip. However, I still feel a bit of a breeze, and that will be something we need to keep paying attention to as next year begins to unfold...more on that later.

This year kicked off across the pond in Barcelona, Spain, at Integrated Systems Europe (ISE), which was certainly back to normal from a large-show standpoint. We had the pleasure of partnering with our friends at Sustainability in AV (SAVe) for a wonderful reception on the show floor.

In the spring, Edge members convened in Nashville for a few days of music, education and networking at the Edge Spring Partners Meeting. We tapped into the music world with a local keynote speaker, talked supply chain and success stories and put our Dealership Advisory Council (DAC) on the hot seat for a Q&A session.

After the Spring Partners Meeting, the Edge team focused on business planning and long-range goals giving the organization clear direction for the next three to five years. Relying on our member and partner feedback, we have identified initiatives that will help keep our *edge* in the industry's competitive landscape while continuing to provide necessary value to our Edge family. InfoComm 2023 in Orlando was back in full force. The show floor



Michael Boettcher, Edge President



was hopping, the booths were busy and the events were alive, including the Edge reception hosted in conjunction with NSCA at Cuba Libre. We were thrilled to see so many of our members and partners enjoying the evening and relaxing after a long day on the floor.

As the year progressed, we moved swiftly through the smooth waters, but the wind shifted, and the weather turned mid-way through the year. New orders slowed and the labor market continued to be a challenge as did the real estate market. There was more than one instance of a building owner walking away from a property. At Edge, our goal is to bring members together to collaborate

and support one another, even in turbulent market conditions.

In Chicago for the Edge DAC and Preferred Manufacturer Providers (PMP) Summer Strategic Meeting, our DAC and elite partners came together for a couple days of strategic planning, including a very informative tour of Shure Headquarters. NSCA also happened to be in town for their planning session, and after a couple of diligent days in the board room, we were able to join them for a fun night out at the ballpark.

During our strategy session, we discussed the volatility of the industry as a consistent concern. Most integrators were having

strong years, but most vendors were down considerably from the previous year. While backlogs were returning to more manageable numbers, finding labor was still a challenge. For example, it was a success if a candidate showed up for the interview, or even if a new hire showed up for their first day of work.

This year was unpredictable and we faced adversity. The Elite Retreat was originally planned for Maui, but the devastating fires in Lahaina ruled out any incoming visitors, and we pivoted to Oahu. Turtle Bay was an amazing resort, and excursions to Pearl Harbor, Kualoa Ranch and the Polynesian Cultural Center provided plenty of opportunities for education and networking.

The Edge Fall Integrators Meeting was in St. Louis, Missouri. A reception at Color Art, an Edge integrator, kicked off the event. Bob Marsh with Bluewater Technology gave a keynote focused on helping keep it simple within our leadership teams. We had a hearty discussion on the practical uses of artificial intelligence (AI) and a member and partner panel discussed how they were using this new technology. A highlight of the day was having Tomàs G. Mac Eoin from Hereworks, an international

partner in Ireland, provide a fireside chat on international partnering and what it means to be a master systems integrator (MSI).



There were plenty of other nuggets throughout the year, including our monthly town halls and Special Interest Group (SIG) meetings. We encourage you to continue to get involved as these meetings are held with the intent of sharing information and ideas among the group. There were also many industry events during the year such as NSCA's Pivot to Profit, Total Tech Summit, Commercial Integrator Expo and the Exertis Almo E4 Experiences as well as some virtual events

like rAVE's LAVNCH Week that continue to provide our industry with meaningful information. We recommend attending these events or sending employees in your organization to get valuable industry exposure.

We added **Aniva, AVDG, EDC, HouseRight, IVCi, MacroTek Services, MCA Communications, Serban Sound, Room Ready and Verta** to our member list this year. Partners **Alleo, AVPro Edge, BrightSign, JetBuilt, Lencore, PCM, Salamander and TAMCO** joined as additions to the group, and we look forward to growing these new relationships.

All in all, it was another exciting and eventful year at Edge. Now it is time to focus on tomorrow and what awaits us in 2024. From all of us at Edge and the entire PSA Network, have a safe and wonderful holiday season, and thank you for another amazing year of unparalleled partnerships!

Sincerely,

Michael Boettcher,
President of Edge





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In The News



SAVE Partners With Edge to Achieve Sustainable Development Goals

Sustainability in AV (SAVE), the first U.S.-based organization to bring stakeholders in the AV field to take concerted action to achieve the 2030 Sustainable Development Goals (SDGs), partnered with Edge to raise awareness, increase visibility and educate the entire network of audiovisual integrators and suppliers.

Featured in [Rave Pubs](#)

International Women’s Day 2023:

Meet the Women Making a Difference in the AV Industry

This year, Edge asked women to reflect on their most memorable achievements during their careers in the AV industry and advice they would like to share with women considering a career in AV. Edge heard from women who are industry veterans and those new to the industry. At Edge, we proudly acknowledge women in AV and create a spotlight to support and celebrate their achievements and contributions to the industry.

Featured in [Edge](#)

NSCA Honors Passionate Mentors with John Greene Mentorship Award

The John Greene Mentorship Award recognizes industry professionals who demonstrate dedication to mentorship, following in Greene’s footsteps.

“As we navigate multi-generational staff and evolving leadership within companies in our industry, it has become increasingly important for businesses to consider implementing a mentorship program,” says Michael Boettcher, Edge president, longtime colleague of Greene and former NSCA president. “We couldn’t think of an individual who better exemplifies the traits of a mentor than John Greene.”

Featured in [Commercial Integrator](#)



BLC Awards

[By NSCA](#)

2023 NSCA Education Foundation Founders Award Recipient

Cory Schaeffer, QSC

Excellence in Product Innovation Award

Ease of Customization: Shure MXA920 Ceiling Array Microphone

Trail-Blazing Innovation: Q-SYS vCore Virtualized Processor

Excellence in Business Award

Talent Development: Radiant Technology Group, Lewis Center, OH



Top 50 Systems Integrators

[By Systems Contractor News](#)

AVDG #13, MCA #23, Red Thread #26, USIS #35, Linx #37, Lightwerks #43, IVCI #46, IMS #47, Sport View #49



Edge Integrator Awards

from Fall Integrators Meeting

Ascender Award

Outstanding new member:

Radiant Technology Group, Inc.

Unparalleled Partner Award

Most engaged:

Vlcom

Pinnacle Award

Top purchaser:

New Era Technology

Edge of Distinction Award

Biggest increase on-program spend:

Light-Werks Communication Systems

Edge Partner Awards

from Spring Partners Meeting

Peak Partner Award

Best dedication and production of high-quality results:

Sharp & Legrand | AV

Ascender Award

Rookie of the year:

NETGEAR

Mountain Mover Award

Best product innovation:

Shure

Edge of Distinction Award

Best customer service:

Exertis Almo

BY THE NUMBERS

8

NEW MEMBERS

ISG Members: **52**

BG Members: **37**

IPP Members: **15**

Edge Members: **104**

10%

INCREASE YTD THROUGH Q2 IN OVERALL NETWORK PURCHASES

+\$1B

PRODUCT SALES

9

NEW PARTNERS

Edge Partners: **36**

Dennis Schliske, DAC Chairman

LETTER FROM THE CHAIRMAN

I had the honor of being elected to the Dealer Advisory Council (DAC) this past year, and it has been a phenomenal experience. The opportunity to work closely with other Edge members, preferred partners and the Edge leadership team has been so rewarding. In addition to my involvement, other employees at Vcom have become more involved with Edge, and it is obvious that the more we get engaged, the more success we find. There are five Special Interest Groups (SIGs) at Edge that have become an integral opportunity for our team. If you and your teams are not participating in these groups, I strongly suggest that you get involved.

Each year, I look forward to the Edge Spring Partner Meeting and the Edge Fall Integrators Meeting. The integrator services group (ISG) members that attended the 2023 meetings were provided many opportunities to communicate with other business leaders and preferred partners at an enriched level. These conversations provide some of the most important benefits of being a part of Edge. The members that did not attend these meetings are missing out on one of the primary benefits of

being an ISG member. It is my hope that in 2024 additional members will become more involved and attend these meetings.

As a reminder, another advantage of being an Edge member is the ability to support our national and international customers.

Edge integrators cover 92% of the top 25 markets and 90% of the major metropolitan areas in the U.S., Canada and Latin America.

This coverage allows each partner to offer service and support to our enterprise customers with a level of confidence that is unparalleled within our industry.

Thank you again for allowing me to represent our membership. I am challenging you to establish a 2024 goal to become more involved and attend Edge events. I look forward to working with you all.

Dennis Schliske,
CEO, Vcom
DAC Chairman



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INTEGRATED SYSTEMS EUROPE (ISE)

Jan. 31 – Feb. 3, Barcelona, Spain

How do you sum up three days in Barcelona? There were over 58,000 attendees, seven halls with over 1,000 vendors, 51,692 steps in three days, 23.6 miles walked, 25 meetings, 117 attendees at the Edge and SAVe reception and endless relationships both old and new. Are big tradeshows back? ISE 2023 answered with a loud YES.

Three years ago, Edge set out to build an international network, and then the pandemic hit. We were worried about the future of the international program, but we ended up with a growing number of collaborating professionals who helped the group flourish. At ISE, friends from around the world gathered to meet in person after three long years.

[Learn More](#)

BUSINESS & LEADERSHIP CONFERENCE (BLC)

Feb. 28 – March 2, Irving, Texas

NSCA's BLC is a notable industry platform for executive-level education and networking. The event brings hundreds of executives together to share stories, learn from one another and hear about new ways to lead in a changing environment. To contribute, Edge President Michael Boettcher sat on a panel of experts for a culture renovation and talent development workshop.

PIVOT TO PROFIT

Oct. 3 – 4, Irving, Texas



NSAC's Pivot to Profit was packed full of content. This show is usually an opportunity to discuss how integrators can 'pivot' away from only selling systems and equipment and how to focus on other revenue generating concepts. This year brought new discussion points as the focus was on emerging technology and the types of effects it could have on the industry.

Specifically, we discussed how artificial intelligence (AI) could improve workflows at the office by augmenting daily tasks. From engineering to programming, to human resources and marketing, there are many different ways that AI could help drive efficiency. Manufacturers spoke about how they are using AI in product development, refining automation in audio and video capture and processing. There was even a quick dive into a number of different platforms that are available for general use.

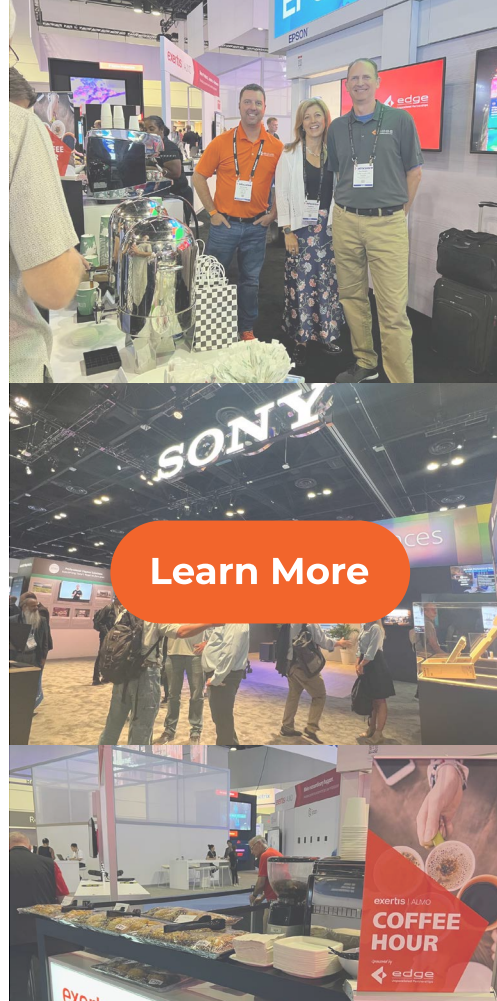
Alongside the useful outcomes AI brings to the table, there is a dark side. Intellectual property is a major concern as there are implications that could negatively impact business if we are not careful. Copyrights, who owns the material and accuracy of the output are all questions that were kicked around on various panels. We are still in the early stages of understanding this technology, and the impact it will have in our space. However, AI is advancing quickly, and like most technological advancements, we need to be vigilant in understanding its potential.

Industry Event Recaps

INFOCOMM

June 13 - 16, Orlanda, Florida

InfoComm in Orlando was back in full force. Edge was active on the show floor and hosted a coffee break at the Exertis Almo booth to promote caffeinated discussions and networking. In the evening, Edge hosted a reception at Cuba Libre, in conjunction with NSCA, with almost 200 attendees. The number of new faces in the room showed the continued growth of the organization, which brings more offerings to our membership to fuel their growth.



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Edge Event Recaps

SPRING PARTNERS MEETING

April 17 - 19, Nashville, Tennessee

Edge began the year with our flagship event, the Spring Partners Meeting. More than 80 Edge members and partners joined the meeting in April for education, networking and collaboration in Nashville, Tennessee. Over the three-day meeting, Edge facilitated panels on managed services, member cross-utilization, hybrid workforce management, elite sponsors Q&A and the annual DAC Attack panel.

[Learn More](#)



ELITE RETREAT

Oct. 12-15, Oahu, Hawaii

Edge’s success is built on the loyalty of its integrators, so we created the Elite Retreat to recognize the top integrators who continue to increase their purchase volume with Edge. Additionally, these integrators continuously advocate for Edge’s unparalleled partnerships through their involvement in leadership, education and events.

The 2023 Elite Retreat winners were awarded a trip to Turtle Bay Resort in Oahu, Hawaii, for four days of networking and relaxation in paradise. The group experienced Hawaii through luaus and excursions to Pearl Harbor, Jurassic Park and surfing lessons. The Edge Elite Retreat crew enjoyed celebrating its top integrators and rewarding them for their achievements within the network.

18 *Congratulations to this year’s Elite Retreat winning companies:*

- Automation Arts
- Bluewater Technology
- Bridges System Integration
- Color Art Technology
- LINX Multimedia
- Rahi Systems
- Red Thread

- Technology Providers, Inc.
- Tempest Technologies
- Trinity Dynamics, Inc.
- USIS Audiovisual Systems
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- VADDIO
- WIREMOLD

FALL INTEGRATORS MEETING

Nov. 1-3, St. Louis, Missouri

Each fall, Edge members meet in person to discuss what is going on in their businesses and the industry. This year's Edge Fall Integrators Meeting was held in St. Louis, Missouri, on Nov. 1-3. In addition to exclusive education and networking opportunities, the event was filled with all the BBQ, blues music and brews St. Louis had to offer.



The ultimate benefit of attending the annual Edge Fall Integrators Meetings is working side by side with industry leaders and building lifelong relationships with your peers, which Edge events strive to prioritize. The group enjoyed a reception at Color Art, engaged with partners for a speed networking exercise and toured the National Blues Museum followed by a private dinner.

[Learn More](#)

Over the course of two days, Edge heard from industry experts on key opportunities and challenges facing the industry.



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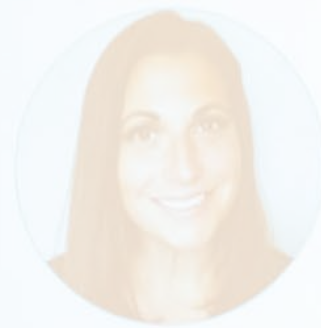
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MANAGED SERVICES PANEL



Tina Peters
Vice President of Operations
SVT



Todd Hutchins
Chief Technology Officer
USIS



Doug Frey
Vice President & CTO
Radiant Techn

2024 EVENTS

- Jan. 31** — ISE 2024 Edge & SAVe Cocktail Party
Barcelona, ES
- Feb. 27-29** — NSCA BLC
Irving, TX
- March 18-21** — rAVe LAVNCH WEEK 9
Virtual
- May 13-15** — Edge Spring Partners Meeting
Dallas, TX (co-located with PSA TEC)
- June 8-14** — InfoComm & Edge Reception
Las Vegas, NV
- Fall** — Edge Fall Integrators Meeting
(Dates TBD) TBD
- Oct. 17-20** — Edge Elite Retreat
Marco Island, FL

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“To all of our unparalleled partners who sponsored in 2023, we appreciate your continued partnership and support. We look forward to achieving even greater accomplishments in 2024!” - Patrick Whipkey, Vice President & Taylor Lampar, Channel Marketing Specialist



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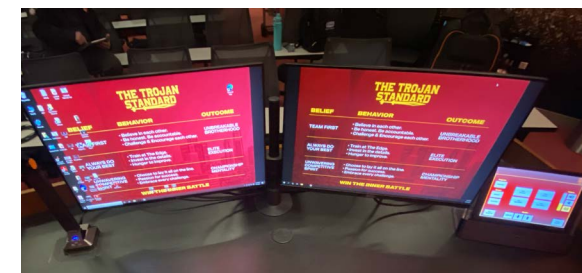


LightWerks Communications Systems (ISG)

INTEGRATOR CASE STUDY USC FOOTBALL AUDITORIUM

LightWerks specializes in transforming education spaces through the integration of technology aimed at expanding learning resources and opportunities for students. LightWerks has a longstanding relationship with the University of Southern California (USC) and has partnered with the elite university on countless AV projects including The John McKay Center, which is USC's 120,000-square-foot athletic training complex. The facility houses the 140-seat Trojan Football Auditorium.

To optimize and create a more engaging experience for audience members and presenters, LightWerks upgraded the technology in the Trojan Football Auditorium with state-of-the-art AV solutions. The integration includes a new laser projection system by Sharp NEC, QSC Q-SYS control, Cisco AV switching, a Visionary Solutions AV over IP video/audio distribution system, multiple monitors, an Aver document camera and more. The new technology is easy to operate and adds tremendous value to the team's experience.



INTEGRATOR CASE STUDY

UNIVERSITY OF TAMPA - OUTDOOR LED VIDEO WALL

The University of Tampa (UT) completed a fitness and recreation center expansion in the heart of campus that included the addition of a new aquatic center with an outdoor, competition-sized pool, recreational pool and hot tub. The aquatic center is the new home to UT men's and women's NCAA swim teams. To support swim meets, a Planar outdoor LED video wall in a

10x6 configuration was installed in the pool area. The Planar outdoor LED solution helps elevate the swim programs while increasing the visibility of meets. Additionally, the new LED display is anticipated to help with UT's athletic recruiting while also playing into the overall student experience by creating a 'wow factor' in the space.

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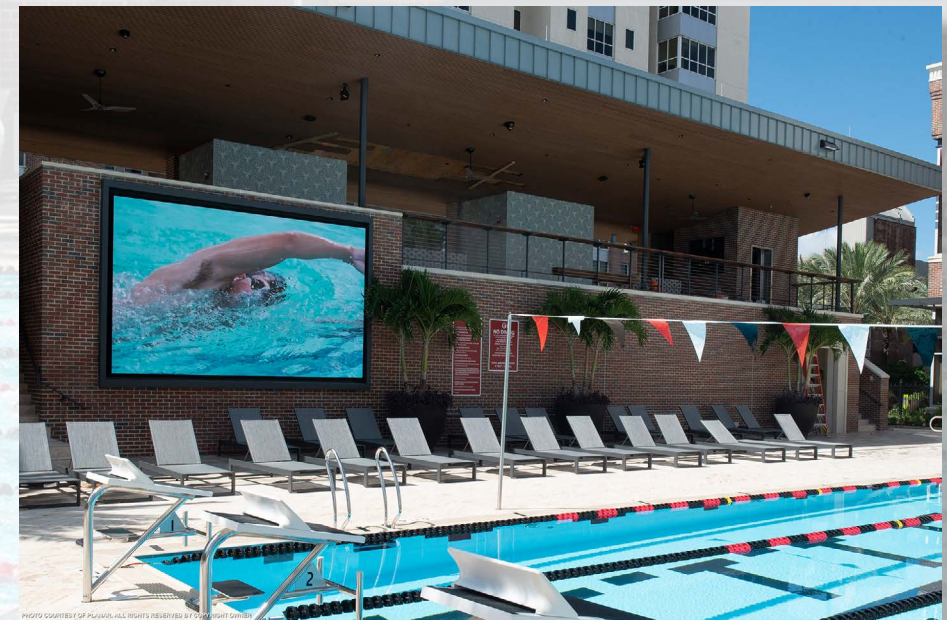
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SPECIAL INTEREST GROUPS

The Special Interest Groups (SIGs) are partnerships among Edge's highly accomplished integrators and manufacturers. They share knowledge, foster collaboration, develop resources and establish industry best practices for navigating the competitive marketplace.



[Learn More](#)

INTERESTED IN JOINING A SIG?

Contact [James Gallagher](#), Edge SIGs facilitator, to sign up today.

WHAT MEMBERS HAVE TO SAY

Being a part of the Emerging Technology SIG has been immensely valuable for both my professional growth and for our company Red Thread. It offers an awesome platform where we can collaborate with our peers in the industry, share experiences and tackle common challenges. A prime example of collaboration was evident when a fellow SIG member reached out with a Biamp processor technical issue. Fortunately, our team had the exact expertise needed to assist. This incident underscores the practical benefits and camaraderie of being an Edge member. The access to a diverse pool of knowledge and the willingness to share and be helpful lead to the spirit of collective problem solving, which makes my participation with Edge, and especially the SIGs, an indispensable part of my professional journey.

Ashish Maru, Director of AV Technology, Red Thread

I've been an active participant in the monthly Purchasing SIG since our company became Edge members almost two years ago. It's impossible to know how well you may be performing for your company if you're only operating alone in your daily functions. Having personal contact and exposure to a nationwide peer group such as this has helped me improve our supply chain functions, has allowed me to offer advice to other members and has instantly grown my network of fellow AV professionals that are eager to help anyone in our group. I'm a huge fan and look forward to each month's meeting!

Craig Hixon, Director of Supply Chain, Ultimate Technologies Group

Our Vlcom experience for myself and other team members being a part of the SIGs within Edge has been great. Being able to communicate monthly with other Edge partners in similar roles and departments and discussing and sharing valuable information on how each of us are addressing key topics affecting us has been very beneficial. I would recommend it to other Edge partners to have team members participate regularly.

Rob Krupp, VP of Operations, Vlcom

EDGE LEADERSHIP



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CEO



Allen Riggs
CFO



Michael Boettcher
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Patrick Whipkey
Vice President



Candice Aragon
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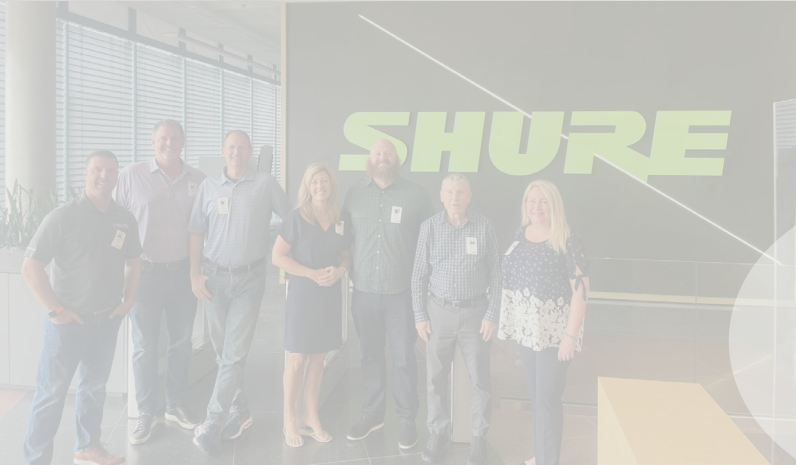
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