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KHz CONTEST IN K.C.: THE USAC FINALS

The United States Autosound Challenge (USAC) group held its world finals event in the spacious Kansas City convention center in November. The pre-Thanksgiving event was well attended by manufacturers, retailers, and competitors. Several regional retailers rented floor space for display and demonstration vehicles, in addition to a new twist: actually selling products to enthusiastic show attendees.

A GOOD TURNOUT

BrandsMart buyer Terry Davis commented on the excellent turnout at the convention center: "I was very pleased with the event, and I thought the attendance on both days was excellent. We rented two booths: one for selling product and one for display. It was the first time that we had ever sold goods at USAC, and I don't think that there was enough promotion done regard-

ing the sale of products.

"We did much better numbers on the second day of the event (Sunday), as people realized that there was a sale going on and came back to buy some things," Davis reported.

Brian Carlsness, national sales manager for Rockford Fosgate, was equally impressed with the USAC world finals. "Hats off to Ralph Randall and the staff at USAC for putting on a great show," said Carlsness. "USAC has a history in Kansas City. The event is centrally located, and it is always in the same place every year. They give us terrific support as manufacturers, and the consumer turnout was excellent," Carlsness reported.

Team RF, a group of competitors that uses predominantly Rockford Fosgate equipment in their vehicles, had an excellent year, gathering a total of 30 trophies. "We swept all four

'Best of Show' awards this year, and set several SPL world records," added Carlsness. Rockford Fosgate provided a 'tweak-and-tune' area and an on-site service technician for its competitors at the event.

K.C. 'PERFECT,' GEOGRAPHICALLY

"Kansas City is perfect geographically, and the people here have been really great to us," commented USAC president Ralph Randall. "We have been told that USAC is the second-largest convention held in the city, and that the people have started to expect the show at this time of year. All of the manufacturers know what to expect, and the contestants know where to go. Kansas City will be home to USAC for the foreseeable future," added Randall. Both manufacturers and the local retailers have asked Randall and the staff at USAC in the past to consider doing a



A COMPETITOR USES OLD LPs TO CREATIVELY DISPLAY HIS VINTAGE CHEVY



ROCKFORD FOSGATE'S DEMO VEHICLE, READY AND WAITING AT THE COMPANY BOOTH



“selling-show,” and this year marked the first attempt. “I have not heard any negative feedback,” reported Randall, who was concerned about policing the event properly so that equipment didn’t vanish from the convention center. “I think it creates an added draw, where some kid might actually attend the show hoping to find a deal on a new piece of equipment,” Randall said. Some manufacturers have had conversations with their retailers about “floor-planning” and other creative ways of getting inventory to

USAC for next year, seeing the sale of goods as a way to offset the costs of attending the show and supporting a booth.

The USAC finals was a colorful, loud, and exciting event that generated interest among the attending public, as well as creating an environment for both manufacturers and competitors to collaborate, gain ideas for future products and installations, and enjoy a quality meal in the land of choice beef.

—Micah Sheveloff



RAY BROOKS, LOYD IVEY & THERESA HEPHNER AT THE MTX BOOTH



THE STINGER BOOTH DRAWS A CROWD OF ATTENDEES



THE TROPHIES, AWAITING THEIR RECIPIENTS

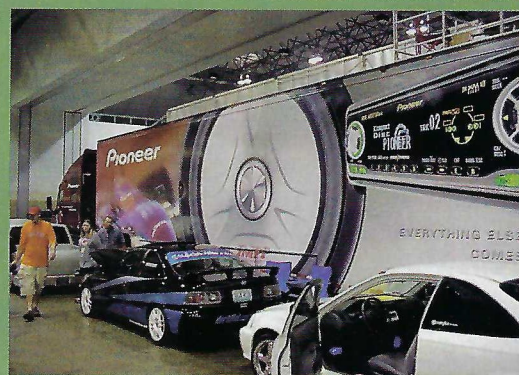
DIRECTED ACQUIRES ADS TECHNOLOGIES



**JIM MINARIK,
PRES., DIRECTED
ELECTRONICS**

Directed Electronics has announced that it has acquired certain assets of ADS Technologies, Inc. makers of the a/d/s, Precision Power, and Orion audio brands. “One of our key strategic initiatives at Directed, in addition to maintaining our number-one position in vehicle security and remote start, is to rapidly grow our audio business,” proclaimed Directed Electronics president and CEO Jim Minarik. Kurien Jacob, former president of ADST, will be joining Directed as general manager of the company’s new Phoenix-

based audio operation, which will handle product development, engineering, and sales and marketing. In addition, Karen Metros, Roger Paeselt, and Bill Turner will be continuing to lead the respective sales organizations of a/d/s, Precision Power, and Orion. “We are excited about having a mobile electronics presence in Phoenix, which is analogous to being in the Silicon Valley, for companies in the computer business,” said Minarik. Customer service, credit, accounting, and shipping will be handled at the Directed Electronics facility in Southern California by no later than the second quarter of 2002. Minarik also added that he expects to be able to provide the same levels of product quality, service, and support that customers have come to expect from the brands, within a period of 90 days.



PIONEER'S 'BIG RIG' WAS A FOCAL POINT ON THE SHOW FLOOR



A VINTAGE CADDY BOASTING AN ALPINE F1 SYSTEM