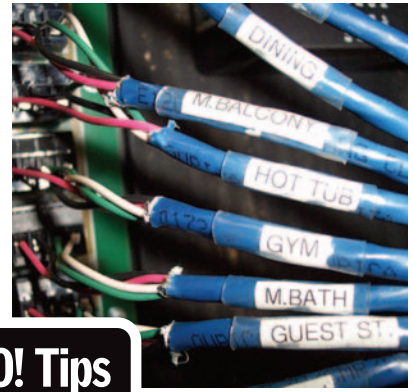
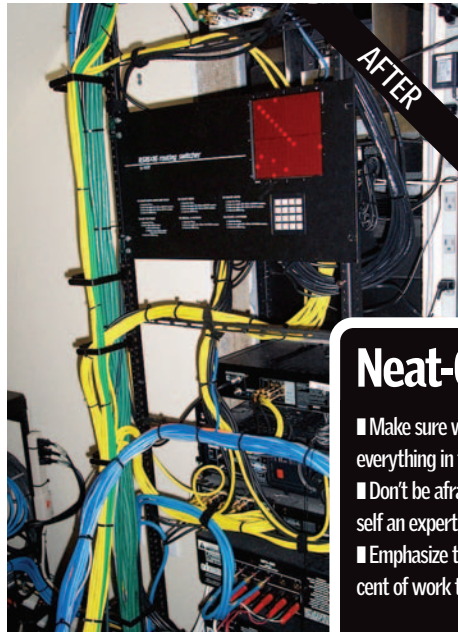
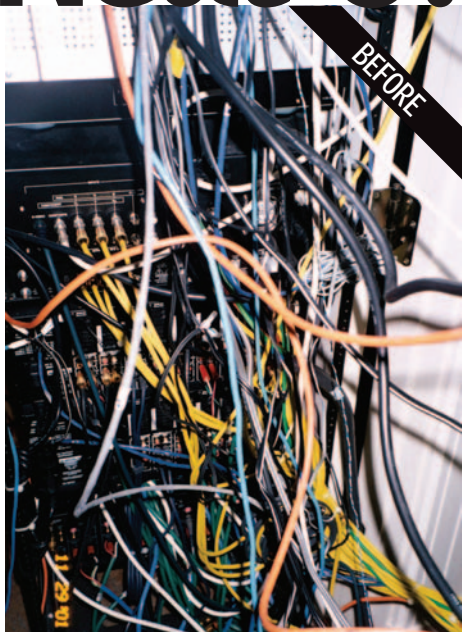


# Neat-O!



## Neat-O! Tips

- Make sure wires are tied and labeled so *anyone* can see where everything in the rack termination goes and what it does.
- Don't be afraid to foster repeatability and simplicity, making yourself an expert in the brands you install as well as their scalability.
- Emphasize the finishing touch—in the rule of life, the last 10 percent of work takes 50 percent of the entire effort.



**Custom installers** can learn a lot when they take on a clean-up project, like how not to terminate wiring. They might also learn that no matter how good a job they do on the takeover, the

experience isn't always worth it.

Michael W. Storch, a 20-year industry veteran who two years ago opened his one-man operation Storch Entertainment Systems, LLC in Winter Park, Fla., concluded that he'll be thinking long and hard before accepting a clean-up job after his most recent one.

The job was at the large winter home of a prominent sports figure in nearby Orlando on an installation that had been completed about five years ago. A local dealer had worked on the project during the home's construction, after it was turned over to him from the original integrator, who had impressed the client with his primary home's system installation.

Storch, who estimates that 10 percent to 15 percent of his young business consists of clean-up work, was recommended to the client and says he wound up

working "on and off for about three months, which included re-wiring, re-labeling and re-terminating everything, then documenting all of that, and from that documentation figuring out what was supposed to be happening."

Equipment on the installation included dual-chassis ADA Delta-88 audio distribution, Runco CRT video projector with ADA sound processor and amps, JBL synthesis equalization and loudspeakers, Crestron control, Lutron lighting and a Panasonic digital telephone system.

Among the issues (aside from the wiring mess), Storch says, were re-programming the Crestron and Panasonic systems and re-calibrating the JBL and video projector (which also needed custom cabinetry after being housed under a coffee table with too little ventilation). The video calibration and Crestron programming was contracted out.

"When you pushed a button, it

worked," Storch says of the system, "but working and performing at the level they wanted are two different animals."

Perhaps the most difficult part about the job for Storch, though, was finding and reporting the problems—and what had to be done to fix them—to the client throughout the process. It made the homeowner feel like "he was spending good money after bad," says Storch. "It's guilt by association—'How are you going to be different than the other guy?' and 'All you give me is bad news.'"

Storch considers the clean-up a success, but feels that the client's emotional mindset outweighed the service. He says in the future he'll be happy to point homeowners in the right direction and possibly continue doing smaller takeover jobs, but to pass on such large-scale projects in which trying to be "a hero" will be unprofitable in more ways than one. ■

—Arlen Schweiger



Congratulations to Michael W. Storch for a Neat-O! installation. He will receive a Rhino 3000 labeling system. To submit your Neat-O! installation, go to [www.cepro.com/neato](http://www.cepro.com/neato). We're looking for the tidiest racks, vans, warehouses, documentation and other displays of neatness.