



CANDICE WARD/SPECIAL TO THE CALGARY SUN

making a difference... Joe Strang (center back row) and some of his team.



Showcase A/V

JOE STRANG

What's in a name?
When your company has technology to keep up with, changing your name is one way to stay ahead of the game.
That's because Showcase A/V — once called Showcase Home Theatre — does everything and anything its residential and commercial clients need in audio, video and automation.
Strang explains his team can

deliver custom creations that some people only dream about.
"Our old name limited us to people believing we did only home theatres, but Showcase does so much more," he says.
It's hard to believe that 15 years ago, Showcase arrived on the scene with three employees and one van.
Today, with a fleet of vehicles, 42 employees and a reputation

gaining international esteem, Strang says Showcase feels more like a large family that will do anything to help each other deliver an exceptional electronics experience.
"That fuels my desire to deliver the best of the best, to have a team that is considered absolute experts in our field and to make Showcase No. 1 in the industry."

When Joe Strang, president of Showcase A/V, describes the reason behind his company's success, he only has two words.
"My team," he says.
"Over the years, Showcase has developed a very strong management team and long-term, highly educated installers and programmers, and we wouldn't be where we are today without them."
As an award-winning leader in commercial, custom and residential audio, video and automation, there is nothing Showcase's regiment of knowledgeable technicians can't do.
And even though those awards include being named No. 1 Custom Theatre Company in Canada for seven years running, and one of Top 10 Custom Theatre companies in North America by CE Pro magazine, Strang says his most glowing accolades come from customers themselves.
"We are the most proud when a client refers a friend or associate of theirs to us," he says.
"There is no better award than that."
Since Showcase A/V opened in 1995, it has grown to be the largest installer of home and custom automation in Canada and is working hard to do the same with the commercial segment.
To keep up with the speed of technology, Showcase employees attend "school" two or three times a year to ensure they are continually educated about the newest updates and products on the market.
"In the 31 years I have been in this industry, I have seen so many dramatic changes, and yet what we will see in the next five to 10 years will make everything else seem like child's play," says Strang.

"It isn't easy to continue to school our team members, but we see the value of being the leaders in knowledge and service."
But surprisingly, it's not being the leaders in knowledge or service that builds part of Showcase's mission statement.
Neither is it offering every major brand in the industry, nor being certified in the installation and programming of the highest quality custom designs of automation and theatre.
Showcase's mission is simply to create lifelong relationships with its clients.
Strang says this is truly the most important part of his business because electronics is a product that continues to evolve and require updating.
"Even in this complicated industry, we will always be here to help, teach, service and upgrade as our clients' needs and wants evolve," he says.
"We always try to work hard as a management team to find ways to better service our existing customers."
At the pinnacle of their goals of service is to take a complex product and make it easy to use for home and business owners.
"The new estate home and commercial jobs are very complicated as we tie in lighting, audio, video, digital signage, HVAC control, etc. into one simple touch panel," says Strang.
"If we do our job right, our client will never need a manual because it will be easy to use and navigate through the system."
Visit Showcase's website at www.showcaseav.com to see how they can create a system that will work for you.