

# EST Electronic Systems TA Training Associates

*Leading the Way with Structured Education*

*Do you know all there is to know about the systems you install?  
Could you learn more? How about your staff? The truth is, most every  
CI professional can benefit from quality education delivered in a  
professional, engaging and entertaining way.*

**T**hat's why we formed ESTA. Our goal? Develop a complete educational curriculum dedicated to the custom installation industry. Unlike so many other industry training programs however, this one's been created from the ground up to be a logical, cohesive program—beginning with the basics and moving right up to the most advanced, state-of-the-art topics. In addition—and *this is very important*—every 2-day ESTA education module gives you practical tools that you can immediately implement in your business, improving your installations and increasing your bottom line.

## WHO ARE WE?

We're a group of industry insiders with a collective 200-plus years in CI. We come from a wide variety of industry backgrounds, bringing a vast level of experience to the educational task at hand.

In fact, we've been writing and teaching many of the courses you may have already taken, acting as Super Subject Matter Experts for major associations and delivering highly regarded seminars for years. Chances are you know some of us already.



## ESTA EDUCATION BENEFITS

- 1** ESTA offers an ongoing series of events providing education on a regular basis—and you'll accrue CEDIA CEUs.
- 2** This is education as it should be—conceived logically and cohesively, starting with the basics and progressing to the complex.
- 3** To maximize value to you, a broad range of topics will be covered and each Module will build on the previous one.
- 4** Courses are offered at select locations 4 to 6 times a year. You'll earn discounts by attending all local classes and save further because there's no need for expensive travel to trade shows, etc.
- 5** Every ESTA course is continually updated to ensure that it's consistent with current standards.
- 6** We utilize the best courses from several highly regarded providers including ESTA, CEDIA, DIPartner, The Training Department, PMI, AVMC, etc.
- 7** We use dynamic, interesting and knowledgeable presenters.
- 8** Hands-on activities are incorporated wherever practical.
- 9** A primary goal is to deliver useful knowledge and tools in every Module to immediately improve your installations and bottom line.
- 10** We work with our location partners to custom tailor education for their primary clients.

## WHAT WE OFFER

We're bringing education to you. Manufacturer and distributor partners provide the location and we deliver the courses. And we're doing it 4 to 6 times a year at each location. No waiting a year or more for us to return. Or trying to cram as many courses as possible into the craziness of a trade show.



We're structuring our curriculum on an annual basis so your most rewarding education experience will result from attending *all* the events in your area. And you'll save money if you do. But if seats are available, you can sign on for individual 2-day Modules as well (after passing a qualifying quiz).

## OUR CURRICULUM

Our curriculum will eventually encompass a wide range of topics including, but not limited to:

- » **Home Theater**
- » **Distributed audio/video**
- » **Controls systems**
- » **System Integration**
- » **Retrofit installation**
- » **Networking**
- » **IP Control**
- » **Sales skills**
- » **Customer service**
- » **Project management**
- » **Business skills**
- » **Management skills**

For more information, please contact us at:

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## OUR PERSONNEL



### MARIO LEONE

*Senior Partner*

Mario Leone is a Senior Partner with Electronic Solutions Company (ESC), an electronic engineering consulting firm specializing in data communications and process control, and provides systems design services for custom designers and installers in the residential and commercial markets.

Mario's 35-plus years of experience spans security, lighting, A/V, HVAC, general contracting, systems integration, and engineering. He has worked for several leading manufacturers of high-speed data communications equipment as a design engineer and holds a patent for a LAN bridge. He has served on the EIA's CEBus standards committee, and is a consultant to home automation manufacturers and installers.



### JOEL ROSENBLATT

*Senior Partner*

Joel is owner of AV Marketing Consultants and has over 40 years experience in the audio and home theater industry. He spent 10 years in retail A/V, and 30 years working in marketing, sales, and product development for a diverse group of audio manufacturers.

Joel was a CEDIA ESD Dean for 3 years, is a CEDIA Super Subject Matter Expert and is currently involved with CEDIA's Tech Council. He also serves on the CEA R10 Residential Systems Committee. For the last two years Joel has traveled the US and Canada delivering his Home Theater Audio Boot Camp to over 700 appreciative attendees. Joel is a dynamic and interesting presenter known for his home theater/general audio expertise and humor.



### STEVE ROSENBERY

*Instructor and Course Developer*

Steve Rosenberry is a Senior Partner with Electronic Solutions Company. Steve has been writing software for more than 20 years on a variety of different projects—most of which involved a communications protocol of some sort. He is also well versed in parallel processing technology and holds a patent for a distributed processing architecture.



### GRAYSON EVANS

*Instructor and Course Developer*

Grayson Evans has been actively involved in residential systems and home network development and training for the past two decades. He is the founder of The Training Dept. Inc., and co-founder of Training Reels, a video based training production company ([www.trainingdept.com](http://www.trainingdept.com)) for the residential custom installation industry. His company, Training Dept. Seminars, presents many in-depth custom electronics training courses and workshops at CEDIA University and trade events throughout the world. He is the author of two books in the home automation

field and hundreds of industry magazine articles. He is a CEDIA Certified instructor, CEDIA Top 10 Instructor, and has taught hundreds of courses at CEDIA University, CEDIA Expo, EH Expo, and other industry events for the past fifteen years. He holds a Masters Degree in Computer Science from Georgia Tech.



### ANTHONY GRIMANI

*Instructor and Course Developer*

Anthony Grimani has a bachelor's degree in Electrical Engineering from the University of California. His twenty five years of experience in the audio industry include positions at Dolby and Lucasfilm THX and have earned him the "50 Most Vital Influencers" award from Custom Retailer magazine.

While at Dolby, Anthony was intimately involved in developing residential surround sound. During his nine years at THX, he managed the THX consumer licensing and technology development programs. He also developed the Home and PM3 THX programs, and invented the revolutionary Surround EX 6.1 channel audio format pioneered in *Star Wars*, *The Phantom Menace*.

Anthony is now President of Performance Media Industries, Ltd., (PMI) a consulting firm specializing in multichannel audio/video system design for highend home theaters, production, broadcast, recording studio applications, providing complete design, installation and calibration services. He also heads up Media Specialty Resources Inc. (MSR). MSR distributes specialty audio/video tools like acoustic treatment solutions, soundproofing materials, audio calibration kits, and acoustic analyzers.

Anthony is a frequent lecturer at conferences like AES (Audio Engineering Society), and CEDIA (Custom Electronics Design and Installation Association) earning CEDIA's Top Instructor award, two years in a row.

