

DALE pro audio

The Dale Experience...

"Listening Is Key"

(One systems integrator tells how he built his business)

"This is our 10th Anniversary and I believe that we still have nearly every customer that we ever dealt with." So says Rob Fleischacker, president of *Monolith Modular Systems* based on Seventh Avenue in the heart of New York City.

In a recent interview with Rob, he proudly pointed out that he still has his very first customer, and has worked throughout the past 10 years building a strong client base that was reliable and steady.

"It was rough after 9-11", said Rob. "Business dropped off so badly, I thought I was going to lose it, but they all came back."

Today the company's customers range from NASDAQ to New York University to large advertising agencies like the McCann World Group. Doing some retro thinking, Rob talked a bit about how he got started.

"I started as an audio engineer and then learned that I made more money building the studios than operating them. I also worked at a few different companies doing audio and video. That's where I learned my biggest lesson. I built my own business on what I learned not to do when it comes to customer service".

"I learned that listening to the customer is key. Don't tell the customer what you can provide. Instead, design the system that will help them, and follow that with good service. This is the way I like to do it, and during the last 10 years, the diversity of the business has led to volume and that has led to a more steady business environment that I can build on".

When asked what brought him to Dale Pro Audio, Rob was happy to tell the story.

"Through the normal course of business, I met Mike Descoteau, who was a salesman for Dale back then. We immediately struck up a good professional and social relationship. When Mike left Dale, he turned me over to Mike Bogen, who I've been working with ever since".

But the story didn't end there.

"Let me tell you, Dale Electronics was my first corporate (vendor) account. Stanley Lager opened me up with a \$10,000 line of credit. That's all I needed. And today, Dale Pro Audio is still right there for me".

To wrap up a good New York success story, Rob was asked what he liked best about the business and also the downside.

"I love the challenge of the design. I personally program every system myself. It gives me a good feeling when it all works out. And the downside? It's the lack of good qualified labor. If I had that, then growing pains would be a pleasure".

Dale Pro Audio takes great pride in wishing Rob Fleischacker and the entire crew of *Monolith Modular Systems* a sincere and heartfelt Happy 10th Anniversary.

**Inside this issue of
The Dale Experience:**

**Old Mic'ing VS. New Mic'ing
Vocal Mics for the Stage
Super Gear is Here
Listening IS Key
How Many ICONs?
It Takes One To Know One
Equator Monitors**

**Dale Pro Audio
22 West 19th Street
2nd Floor
New York, NY 10011
(212) 475-1124**

www.daleproaudio.com

Lawo mc²66