



2020 is (almost) OVER! Here is to 2021!

Let's acknowledge up front that the challenges of 2020 will not disappear at the stroke of midnight on December 31st. The pain and the inconvenience will not disappear. And sadly, people will continue to suffer and some will not survive this pandemic. Let's also acknowledge the strength and resilience of everyone who caught Covid-19 and has recovered. CHEERS! Let's acknowledge the millions of people who have made untold sacrifices and changed their lives today, in order to have a better tomorrow. CHEERS to you, too!

Some segments of the audio and loudspeaker industry had a pretty good year. The Pro-Audio segment has suffered as concerts and live performances were practically nonexistent in 2020. Many companies made strategic pivots away from lagging segments and dove in to the segments of the audio market that were surging. This diversity will become an ongoing asset as the economy recovers in 2021. Realistically, it will likely be the 2nd quarter of 2021 before life slowly returns to whatever will be considered "normal" moving forward.

ALTI underwent the biggest changes in our nearly 60 year history in 2020. To set the stage:

- In 2017 ALMA announced that we were moving our annual trade show to June to align with a willing partner, InfoComm starting in 2019.
- As part of our changing identity, ALMA (Audio and Loudspeaker Manufacturing and Acoustics) changed our name to **ALTI** (Audio and Loudspeaker Technologies)

International) to better reflect our focus on the entire audio signal chain from the technical and business aspects, and to reflect our global reach.

- ALTI-EXPO 2019, our first in conjunction with InfoComm was a good show regarding content, but the cooperative arrangement to “cross pollinate” between the 2 events had multiple glitches and the expected bump in attendance did not materialize. Lessons learned!
- Our 2020 ALTI-EXPO was forced to cancel because of the global pandemic.
- The financial stress of the 18 month gap between the 2018 show and the 2019 event coupled with the cancellation of our 2020 event necessitated some serious decisions.
- In April of 2020, ALTI President Dan Foley approached me to consider assuming ownership of the association. This was completely unexpected!
- In May of 2020, the Board of Directors voted unanimously to have me assume ownership of ALTI.
- Even though the association by-laws state the Board of Directors was empowered to make this decision, I insisted that we put the issue to a vote to the membership. The votes were 100% in favor of the move. I was greatly gratified and humbled by the emails and phone calls of support that I received. *Thank-you all again!*
- On July 1, 2020, ALTI LLC was born with Barry Vogel as sole owner of the company.

What has ALTI done in the last 6 months? A lot, actually!

- 4 Advisory Boards were formed to help to chart the course forward. These are action oriented idea forums designed to get things done to benefit our Members and our industry. The members of the Advisory Boards below can be seen at: https://altiassoc.org/alti_llc_leadership-2/. If you are interested in participating, please reach out! There are still openings available. barryv@altiassoc.org.
 - Executive Advisory Board
 - Technical Advisory Board
 - Business Advisory Board
 - Education Advisory Board
- ALTI is moving forward with plans for **ALTI-EXPO 2021** on June 13 and 14, 2021 in Orlando with a renewed and strengthened relationship with InfoComm. This will be our 60th year!
- ALTI will be participating in the B2B segment of **High End Munich** in September of 2021
- ALTI will host the **Automotive Audio Conference** in Munich in September, 2021.
- Plans are in the works to better serve our European Membership. Details coming soon.
- **3-2-1-Grow!** launched with a suite of benefits and programs available to all Corporate and Sustaining Members to help to market and promote in these difficult times. All of these programs are no added charge!
<https://altiassoc.org/wp-content/uploads/2020/12/3-2-1-GROW.pdf>

- **Takin' Care of Business** launched in September. This is a part of our FREE Audio Grounds virtual coffee breaks. The Business Advisory Board meets the 2nd Thursday of every month via zoom call to discuss business issues, challenges and to exchange ideas. Open to anyone, Member and non-member. All are welcome.
<https://altiassoc.org/webinars-audio-grinds-chat-sessions/>
- **Incubator** has launched. The Incubator program is custom built for entrepreneurs, inventors, disruptors and start-ups. It includes a suite of benefits meant to successfully launch and position new companies and products. Included is:
 - Corporate Membership for one year
 - A specially designated booth at ALTI-EXPO
 - Access to consultants and advisors to give start-ups the expertise they need, when they need it!
 - Special events and promotions at ALTI-EXPO to spotlight our Incubator companiesMore details at: <https://altiassoc.org/elementor-7130/>
- There are new and exciting programs in the works for our Education initiative, and several other enhancements for Members being developed. Look for announcements in the 1st quarter of 2021

ALTI has always been about offering a level of service and engagement that simply cannot be efficiently done in larger organizations. We exist to serve our Members, and we do it in a multitude of ways, including custom approaches geared to the needs of each of our Members. To see the member benefits, go to: <https://altiassoc.org/membership-levels/>. Get involved!

Above all, take advantage of ALTI benefits to increase profits and to expand market awareness! All it takes is a call or an email!

Here is to a much better 2021!

Happy New Year!

Barry Vogel

CEO ALTI (Audio & Loudspeaker Technologies International)