

# CI Profile: Rod Andrewson, CCS Presentation Systems

Andrewson says integrators can earn clients for life by consistently completing quality installs.

Article

Comments [0]

What's Related



0



Tweet

10



Like



Print



Email



Share



January 06, 2012 | by [CI Staff](#)

Each week we gain more perspective on commercial integration by profiling industry pros.

This week we talk with Rod Andrewson, CCS Presentation Systems' manager of engineering.

## How did you become involved in commercial integration?

I have been involved in the audio/visual industry and commercial integration since high school. I just loved it and still love it to this day. The thrill of the "system and the content" changing people's lives or even just entertaining people, that's really why I do it.

## What is something special you bring to your position?

I have been blessed with a level of perseverance that seems to be a requirement for being involved in the best and most challenging AV/CI projects. Perseverance, the ability to be flexible and change quickly, combined with a lot of experience, has allowed me to always be successful for my employers and clients.

## Is there a particular book that has inspired the way you approach business?

Most of the best business books I have read include principles from this book. *Business on a Spiritual Level*, the Bible, it can't be beat for success. Probably the one principle that has been the most valuable to me from this Bible is "servant leadership."



CCS helped develop an audio visual system for Talking Stick Resort's poker room, one of the largest professional poker rooms in the U.S. as well as a video wall comprised of 15 separate 103-inch Panasonic plasma displays. CCS also installed more than 1,000 speakers in 38 different zones throughout the property.

and you will often times win a customer for life.

## What's the biggest business change you see on the horizon, and how might it change the way integrators operate?

By far the biggest change and challenge during the last five years and in the next decade is the blending of information technology and all other forms of a/v technology. We must embrace and plan for this change. By doing so, we [control our future success](#).

## Explain a business or integration obstacle you have encountered.

Making the transition from the field world to the management world. Setting goals, perseverance, the support of my peers, and learning to say no.

## What is the best piece of advice you've received from a fellow CI?

"You need to learn how to say 'no.'"

## What movie most closely reflects your life?

[Fiddler on the Roof](#)

## If you weren't a CI, what would you be doing?

It is hard to imagine a different reality, but I would be a photojournalist.



Rod Andrewson, manager of engineering at CCS Presentation Systems.