

Synergetic Audio Concepts - Real-World Audio Training  
Audio professionals seeking to solidify their industry standing find Syn-Aud-Con classes an invaluable experience

The world of professional audio is an ever-changing landscape. While the basic physics of sound do not change, audio engineering technologies change each year. And for organizations involved in professional audio, keeping up with this shifting landscape isn't just a nicety—it's a matter of survival. Whether you are an audio systems consultant, installer, front-of-house engineer, or a technical director in a House of Worship, staying on top of your craft is a must.

In navigating the complex trends of professional audio, Synergetic Audio Concepts (Syn-Aud-Con) stands apart in professional audio education. Run by Pat & Brenda Brown, Syn-Aud-Con brings the theoretical world of professional audio to life.

"Syn-Aud-Con is the total package, much more than just training," states Rusty Lynch, quality assurance manager at Total Video Products in Mickleton, NJ. "It can be a life-changing experience."

Lynch attended his first Syn-Aud-Con seminar in 2000, and most recently attended the *Core Principles of Audio* and *Sound Reinforcement for Technicians* seminars held in Washington, DC in March of 2009. Besides Lynch's years of professional audio experience, he is also a member of InfoComm's Professional Education and Training committee (PETC)—as such, he has attended and evaluated courses of all kinds over the years.

"A long history with all types of training, as well as my experience with PETC, has taught me that the presentation of a class is every bit as important as content when learning," Lynch adds. "This made Syn-Aud-Con the first choice when selecting my training opportunities."

Keith Thacker, president of Acoustical Sound Design in Chantilly, VA, and fellow attendee at the Washington seminars, concurs with Lynch's sentiment. Early in his audio career as sound engineer for a large California church, he had asked a mentor what he could do to improve his knowledge of sound. "His answer was simple—'It starts with attending a Syn-Aud-Con course'. And now, nine years later, it was time for me to go to the next level both for me personally, and as a leader in my company. The top income earners that I know in this industry recommend Syn-Aud-Con. My time is the most valuable

commodity I have—so I was not going to spend it with just anybody."

*Core Principles of Audio* covers the basics that every professional should know, often filling in gaps in the knowledge of even seasoned professionals. *Sound Reinforcement for Technicians* covers topics needed by those who install, configure, and calibrate sound reinforcement systems. "Each class focused on what was important to become a strong leader in this industry," adds Thacker. "I learned where my weak points were and how to turn those into strong points without spending a lot of time and energy trying to do it on my own. We also got some insight into what was coming in the near future and how it was going to affect us." And Lynch agrees. "As the class goes on, there are many past experiences that come back to mind with a 'if I only knew THAT back when...' moment," he laughs. "You then make note of them for reference later."

New to the 2009 seminars are hands-on learning opportunities. Tool kits for testing audio components were available to each pair of students, and utilized throughout the classes.

"The hands-on portion of the classes were fantastic," Thacker expounds. "I learn best when I am able to put my hands on something and do it myself. Pat had us using high-quality testing device you would need in the field. This portion of the course just happens to be in the areas where I needed the most work."

In addition to the learning experience during the class, students benefit from building professional relationships with their peers, informative technical articles in the Syn-Aud-Con newsletter, the wealth of information on their website, and gain access to the Syn-Aud-Con email discussion list where audio questions can be asked and answered by Syn-Aud-Con alumni from around the world.

Lynch and Thacker highly recommend Syn-Aud-Con classes to anyone even slightly involved in the world of professional audio. "No other audio class or seminar comes close to stacking up against a Syn-Aud-Con class," states Lynch. "And for those deeply involved in audio, I believe it is essential to their proper understanding and usage of audio equipment. "

Thacker enthusiastically concurs. "I view Pat Brown's knowledge and experience level to be in the top one to two percent of audio professionals. Anytime you have the opportunity to sit under the teaching of somebody who is a leader in your industry, you better do it. And not just once, but as often as

possible."

Visit [www.synaudcon.com](http://www.synaudcon.com) for more information, or to find an upcoming seminar at a location near you.

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### **About Synergetic Audio Concepts**

Synergetic Audio Concepts was founded by Don and Carolyn Davis, both Fellows of the Audio Engineering Society. Pat and Brenda Brown took over Syn-Aud-Con in 1996 when the Davis' retired. Pat teaches Syn-Aud-Con seminars world-wide, authors magazine articles, and the Syn-Aud-Con Newsletter. Brenda manages the office and coordinates Syn-Aud-Con activities.

Pat and Brenda are dedicated to building upon the foundation that Don and Carolyn laid, carrying Syn-Aud-Con into the 21st century. Their philosophy of "I met a man with an idea; We exchanged ideas; Now we each have two ideas" permeates everything they do.

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